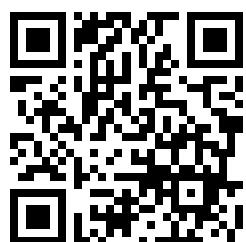
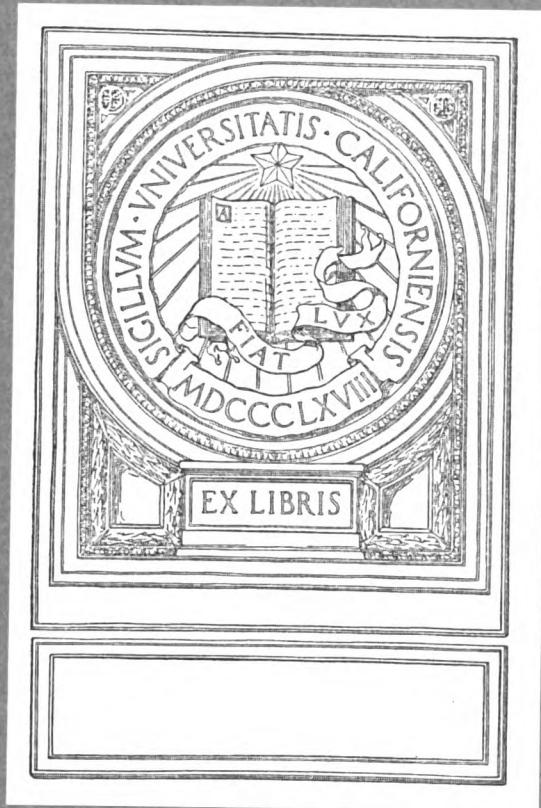

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GIFT
MAY 1 1916

Hardware World

PLUMBING AND HEATING

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ST. LOUIS SAN FRANCISCO PORTLAND SEATTLE CHICAGO
LOS ANGELES SPOKANE SALT LAKE HELENA VANCOUVER, B.C.

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APRIL 1916

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Thermoid GARDEN HOSE

Thermoid Garden Hose is made in the high, the medium, and the cheaper grades, also for all water pressures.

No jobber or dealer need handle a foot of any other make to meet every demand.

It makes no difference what any dealer's trade may call for, he can stock Thermoid Garden Hose and meet it. And supplying a customer's want holds that customer to your store.



For Lawn or Garden—
Flexible, Durable

SAXONOID. A five-ply hose of light weight, special duck of great strength and durability. Excellent friction, tube and cover. Very flexible and durable. For lawn or garden use, and especially recommended for florists, gardeners, and contractors. High pressure. Guaranteed.



5 PLY
DUCK



A Popular Seller—Light
and Strong

TRUMPOID. A five-ply hose of special quality, high-grade sheeting. Excellent quality of friction, cover and tube. Combines lightness with strength and durability. A popular brand, very serviceable. Recommended for greenhouses, lawns and gardens. Medium pressure. Guaranteed.



5 PLY
SHEETING



SIGNALOID

Cotton Rubber-Lined Garden Hose

SIGNALOID. The best medium-grade cotton hose manufactured. Serviceable. Recommended for medium and low pressure. A hose constructed of strongest long-staple cotton and a tube of the very highest quality. Will not kink, dry out or crack. Will withstand any street pressure and retain its life for a very long period. Guaranteed.

We have been making Garden Hose for a quarter of a century. Our knowledge of hose construction has made us one of the largest manufacturers of a most complete line, because the hose-buying public want our kind of a hose, and make ours the big business it is. All grades made with our elastic non-drying tubes, which will not peel.

Stock Thermoid Garden Hose for 1916 and go 'long with us for more, better and permanent business.

Write and tell us your needs, the water pressure of your territory, and the approximate amount of your garden hose business. We can help you build business along lasting lines.

Are you ready to make more net profit from the Garden Hose branch of your business?

Then the time to write us is now for samples and Booklet.

Just Address

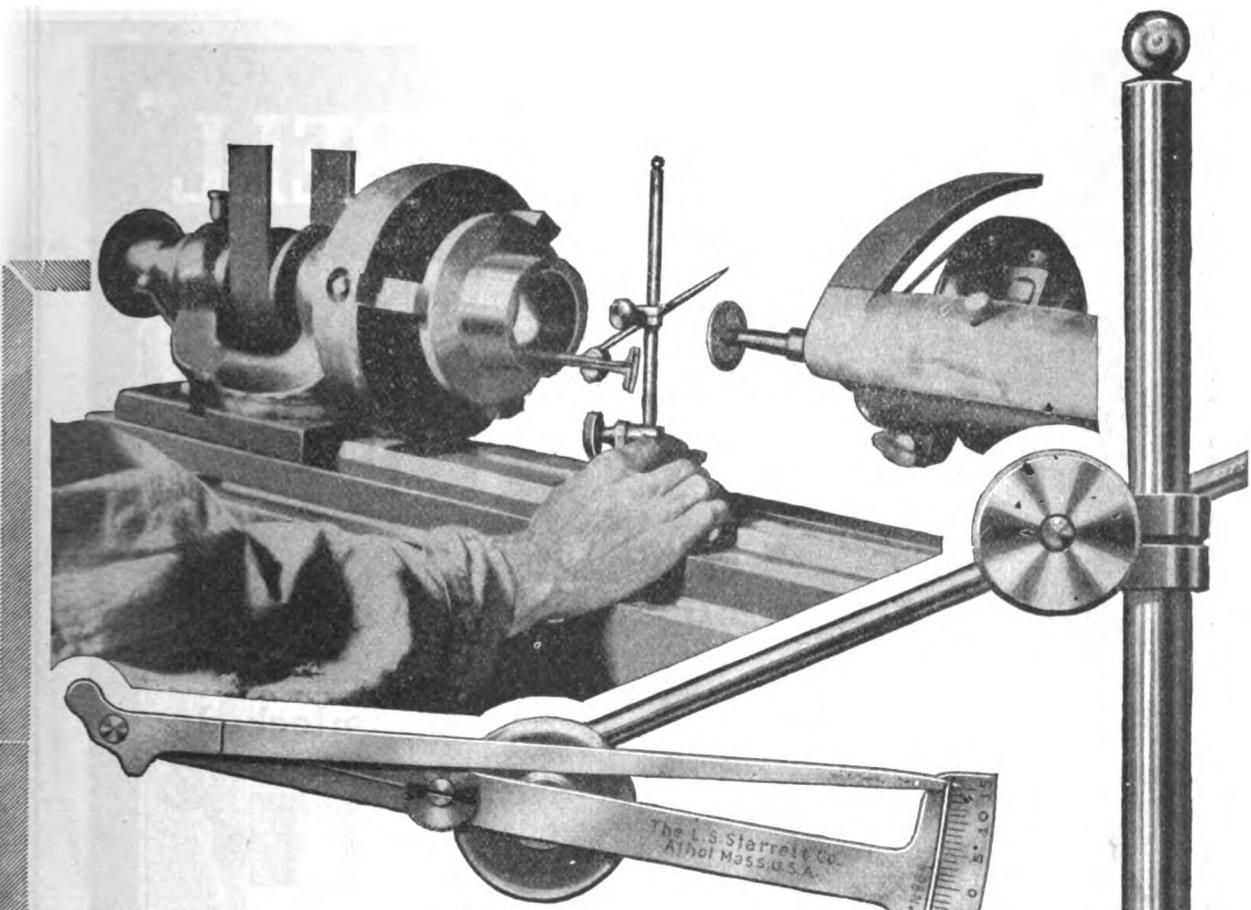
Thermoid Rubber Company

Makers of Thermoid Brake Lining and Nassau Tires

TRENTON, NEW JERSEY

Nine Branches: Boston—New York—Philadelphia—Pittsburgh—Detroit—Indianapolis—Chicago—St. Louis—San Francisco





Starrett Efficiency



This tool is a Starrett Test Indicator. It shows the slightest variation to the thousandth of an inch in testing inside, outside or surface work.

This means ACCURACY and TIME SAVING and the sum of these is EFFICIENCY.

Manufacturers, Engineers, Superintendents and expert Machinists all recognize Starrett Tools as absolutely Standard.

Other Starrett Tools are:

Micrometers	Protractors	Hack Saws
Vernier Calipers	Speed Indicators	Expansion Pliers
Wrench Sets	Combination Squares	Steel Rules

We deal direct with hardware stores. Send for Free Catalog No. 20-B. F., prices and terms.



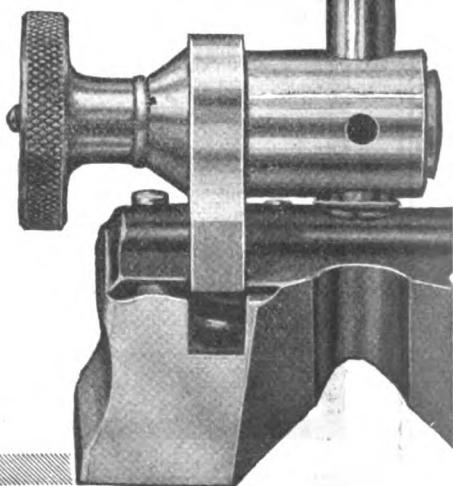
THE L. S. STARRETT COMPANY
Athol, Mass.

"The World's Greatest Tool Makers"

New York

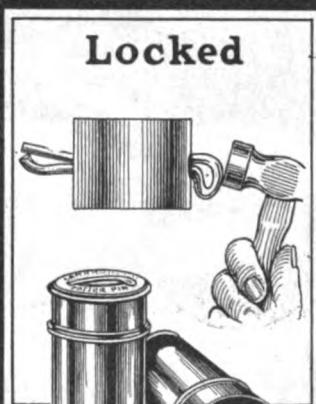
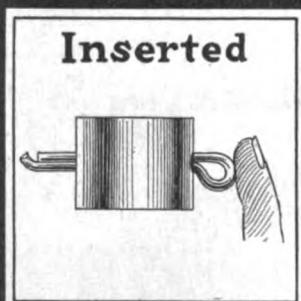
London

Chicago



“THE CAMPBELL” HAMMER-LOCK COTTER PIN

Patented March 1912



SPECIAL AUTOMOBILE-KIT ASSORTMENT

Campbell Hammerlock Self-Spreading Cotter Pins are the most economical and practical cotter pins made. They have met with universal approval and have been adopted by many leading manufacturers.

Inserted, locked and removed from one side. Can therefore be easily used in places difficult of access.

Three assortments for Hardware, Implement and Auto Trade, consisting of 100, 50 and 25 Pins respectively; sizes 3-32 x $\frac{3}{4}$ to 5-16 x $2\frac{1}{2}$, neatly packed. Standard list. Standard sizes.

Sole Manufacturers

American Chain Company, Inc.
Bridgeport, Conn.

In Canada—Dominion Chain Co., Ltd., Montreal

The Only Rim Tool

FRIESTEDT RIM CONTRACTER
FOR
STRAIGHT SIDE AND
CLINCHER SPLIT RIMS

OPENS
CONTRACTS
AND



RELOCKS
RIMS
INSTANTLY

THAT WILL EASILY, INSTANTLY AND AUTOMATICALLY

OPEN CONTRACT AND RELOCK

BAKER, KELSEY AND STANWELD SPLIT RIMS.

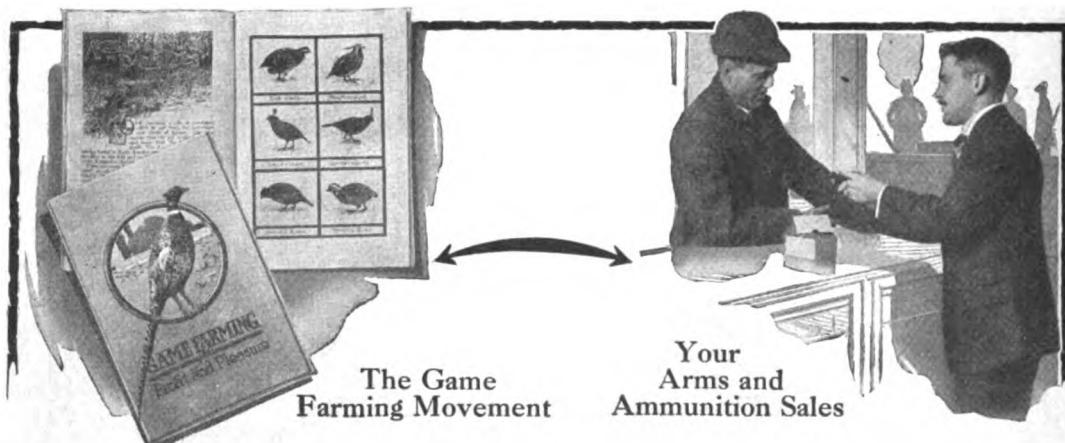
Tire changing is the universal drudgery of motoring and a device, that will alleviate the often times painful and distressing strong-arm methods, will positively appeal to every motorist and sell on sight.

THE FRIESTEDT RIM CONTRACTER is a thoroughly advertised product for more than 300,000 cars that will be equipped in 1916, in addition to over 500,000 cars now in use, with these split rims.

DOES IN SECONDS WHAT TAKES YOU MINUTES.

WRITE TO-DAY
FOR COMPLETE
DETAILS

FRIESTEDT RIM CONTRACTER CO
2929-2935 W. Lake St., Chicago U.S.A.



Closely Connected

As you are probably aware the Hercules Powder Co. has inaugurated a nation wide campaign on game farming — the preservation and breeding of game birds.

There is a much closer connection between this movement and your business than might appear at first sight.

More game means more hunting.

More hunting means greatly increased sales of arms, ammunition and outdoor equipment.

These facts are obvious.

The task we have set ourselves is not an easy one, or one that can be accomplished in a day. But the necessity that the work be done, and the great good that will come from it, not only to you and to us but also to the country as a whole, assures success.

Already the response has far exceeded our greatest hopes. We believe that you, with other progressive merchants, will extend your good will and your active co-operation, whenever the opportunity arises.

We should be very glad to send you a copy of the 64 page book, "Game Farming for Profit and Pleasure," which explains the movement in detail. Perhaps you will become a game farmer yourself after reading it. It may enable you to persuade some of your friends and customers to start game farms. Write today for your copy.



The Hercules Powder Company manufactures Infallible and "E. C." Smokeless Shotgun Powders and L. & R. Orange Extra Black Sporting Powder. When ordering shells specify that they be loaded with these powders.

HERCULES POWDER CO.

2 WEST 10TH ST.

Wilmington, Delaware



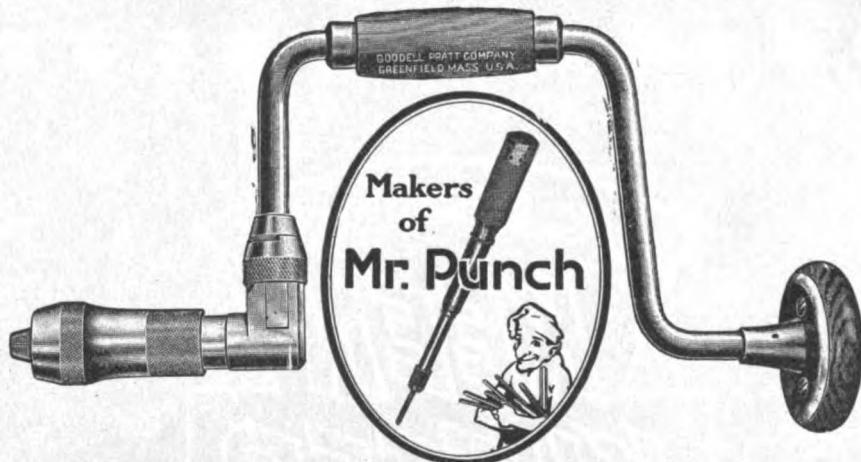
Under the **KEEN KUTTER** mark we manufacture Tools for Carpenters, Machinists, Farmers, Gardeners—every one the best in its line.

Have you, Mr. Dealer—

Investigated this line to satisfy yourself that it is the best all around line for you to have?

If not, isn't it a duty you owe yourself to write to

SIMMONS HARDWARE COMPANY
ST. LOUIS, MO.



GOODELL PRATT

1500 GOOD TOOLS

Announcing a New Series of Bit Braces

SWEEP—Forged Steel.

HEAD—Polished cocobolo, steel clad; the ball bearings on which the head runs are enclosed in a dust proof compartment.

HANDLE—Cocobolo: runs between two steel collars which can be adjusted to compensate for wear.

CHUCK—Forged steel jaws. Malleable iron socket and shell.

FINISH—All exposed metal parts are fully polished and nickel plated.

SIZES AND PRICES:

No. 6008—8-inch sweep.	List per dozen.....	\$19.20
No. 6010—10-inch sweep.	List per dozen.....	20.40
No. 6012—12-inch sweep.	List per dozen.....	24.00
No. 6014—14-inch sweep.	List per dozen.....	26.40

Goodell-Pratt Company

GREENFIELD

Toolsmiths

MASSACHUSETTS



THE PRESTIGE of a Motor Car no longer depends upon a mere name, surrounded by a fictitious atmosphere of aristocracy. The only aristocracy in motor cars, now, is an aristocracy of merit.

It is true that the ownership of a Cadillac carries a distinct social value in every community.

But it is the character of the car which sheds lustre on the Cadillac name—not the name which confers lustre on the car.

Intent upon the more serious purpose of making the Cadillac as good as a motor car can be made, this Company has paid scant attention to any other aspect of the case.

Social distinction came to the Cadillac as an after-result. It was conferred by the owners themselves—as an appreciation of its more sterling qualities.

Each year the number of those amply able to pay more, but who prefer the Cadillac because of what the Cadillac is, has rapidly increased.

Each year the lure of a mere name has grown less.

It is the age-old process at work. Neither a man, nor a motor car, can live on a name alone.

The world demands deeds from the one, and performance from the other. In the working-out of that process, the world has bestowed greater and greater distinction upon the Cadillac.

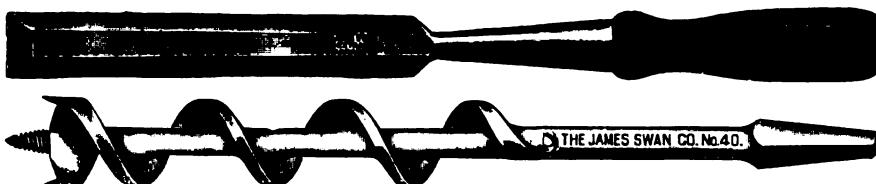
THE JAMES SWAN COMPANY

SEYMOUR CONN.

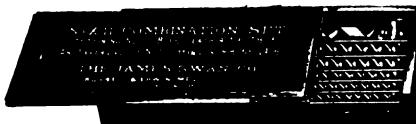
Bits
Augers



Chisels
Draw Knives



Nail Sets
Gimlets



Gouges
Screw Drivers

NEW YORK OFFICE, 100 LAFAYETTE STREET

We were Awarded the Medal of Honor on Mechanics' Tools at the Panama-Pacific Exposition.

A GOOD MECHANIC CAN USE 'MOST ANY TOOL —BUT HOW ABOUT YOUR OTHER CUSTOMERS?

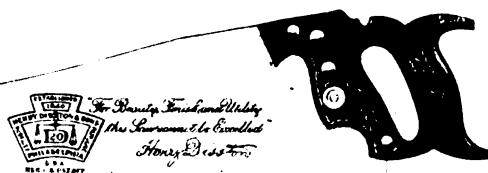
Probably a small percentage of your customers have sufficient skill to "get along" if necessary with tools of *average* quality. But how about those who buy tools for only occasional use? They're the big majority on whose satisfaction the growth of your business, in large part, depends. And even the mechanic isn't satisfied with inferior equipment, because he can do better and quicker work with less effort with high-class tools—and he knows it. And he knows

DISSTON

Saws
Tools and
Files

If you can't give them to him you may lose a sale and a customer, but in any case his opinion of your store is influenced.

But the unskilled customer depends on you. You serve your own interests best by giving him DISSTON TOOLS—Tools that are reliable, accurate and serviceable; tools that respond, even in the hands of an amateur; tools that it is a



pleasure to handle and use. Then you have pleased everybody—mechanic and layman. And if you have won your customer's confidence, you can't lose their trade.

Disston Saws and Tools are a short-cut to customer-confidence. Stock them.

Get our free booklet of sales helps.

HENRY DISSTON & SONS, LIMITED PHILADELPHIA, PA.



EVERY HOUSE IN TOWN

can be appropriately and beautifully equipped with Corbin hardware, at the right prices. The best dealer in your town sells it, and can help you to make a suitable selection. The ZK series of leaflets shows over a hundred designs. Send for it.

P. & F. CORBIN

Division

The American Hardware Corporation
NEW BRITAIN, CONNECTICUT

P. & F. Corbin
of Chicago

P. & F. Corbin
of New York

P. & F. Corbin Division
Philadelphia



1916 STAR Advertising Creates Unprecedented Demand!

STAR Barn Equipment Advertising for 1916 is running in big space in the columns of almost every big farm journal in the United States.

Demand is growing by leaps and bounds and Star Dealers are reaping the profit dollars in quantities that make the business well worth while.

The new "Star Curb Clamp" has them all "on the run." With it, the man who uses the goods can "set a stall in sixty seconds" and permits of finishing up the concrete work without waiting for the stalls.

This is just one of the points we are advertising—they are all exclusive with "Star Goods." Barn own-

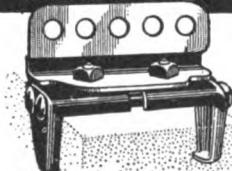
ers are buying and "Star" dealers are selling. That's the whole story.

HUNT, HELM, FERRIS & CO. 47 Hunt Street HARVARD, ILL.

PACIFIC COAST DISTRIBUTORS:
Beck Hardware Co., San Francisco, Calif. Monroe & Crissell,
Portland, Oregon. Dairy Machinery Co., Seattle, Wash.

**STAR Steel Stalls,
Stanchions, Litter Carriers**

"Sixty Seconds Sets A Stall"



The STAR Curb Clamp

(PATENTED)

Entirely apart from other exclusive Star features, what farmer would buy an old-style stall when the Star Curb Clamp does away with templets or anchors and permits of finishing up the concrete work, curb and all, without waiting for the stall?

This is the only line of Barn Equipment which can be successfully carried in stock.

Write us today for details and the Star Barn Equipment Dealers' Proposition.

ONLY THE

GENUINE

"PHILADELPHIA,"

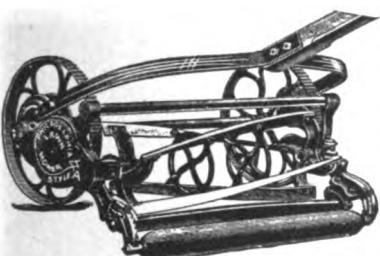
Lawn Mowers

HAVE

Vanadium Crucible Steel Blades

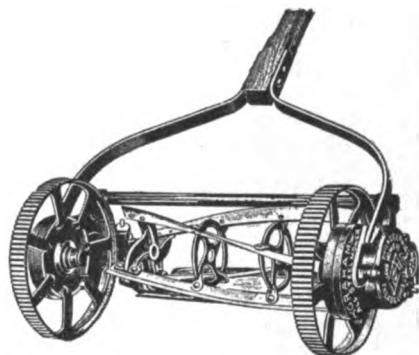
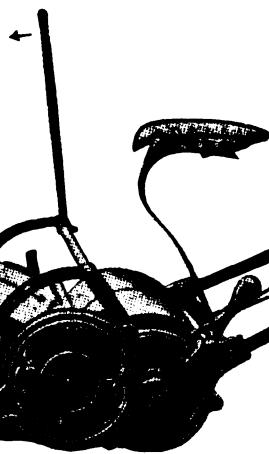
The Master Alloy and Hardest Steel Known

Nearly a Half Century doing ONE THING WELL

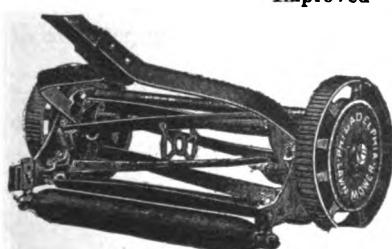
STYLE "A" ALL STEEL
Practically Indestructible.

Genuine Philadelphia Lawn Mowers have set a standard for accuracy, workmanship and excellence throughout the world by which other makes are measured, and have successfully met competition for nearly a half century.

It's good economy to patronize an organization made of skilled specialists because through a superior knowledge of its trade, it can better meet the requirements of its particular industry and produce a superior article.

"GRAHAM" ALL STEEL
Practically Indestructible.

Improved "EAGLE" Horse Mower Flexible Frame.

STYLE "K," 5 BLADES
Plain or Roller Bearings.

PHILADELPHIA ROLLER Bearings are distinctly superior. They run more freely and last longer than Old Style Ball Bearings.

The reputation of a manufacturer is based on the class of goods he turns out. That's why the name "**PHILADELPHIA**" on a mower is the strongest guaranty for lawn mower perfection.

Our Shipments Prompt

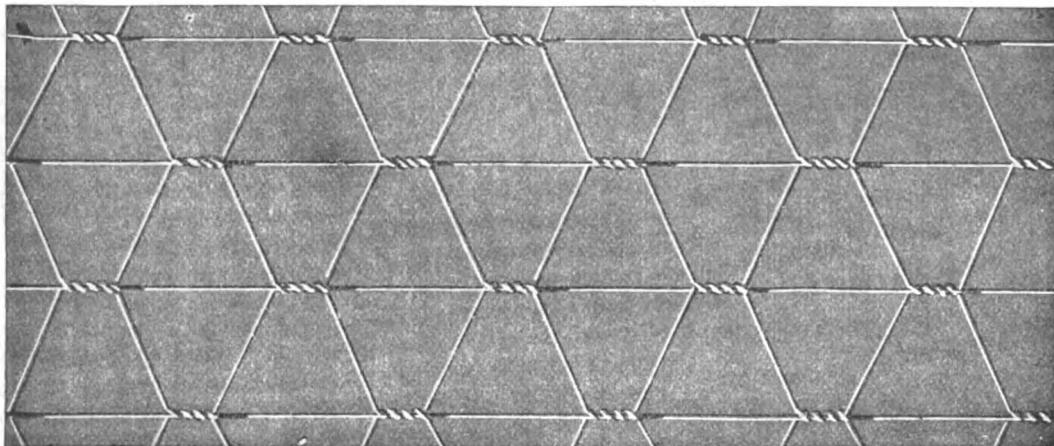
Our Terms Reasonable

Case and Cage of
Roller Bearings
made of case hard-
ened steel.Used on Styles
"K"
"Independence"
"Overbrook"

The PHILADELPHIA LAWN MOWER CO.

31st and Chestnut Streets, Philadelphia, Pa., U. S. A.

Ideal Poultry and Rabbit Fence



Is a Fence and Not a Netting

The horizontal wires in the Ideal Fence make it possible to stretch it perfectly, and FEWER POSTS ARE NEEDED and NO TOP OR BOTTOM RAIL. Posts may be set a rod apart, and if the fence is well stretched it will be strong and effective.

Hexagon mesh poultry netting is good and has many uses, but it cannot be stretched without pulling together in the middle, hence top and bottom rails are necessary and the posts must be close together.

Like all fences the heavier the wire the longer it will last, so we recommend the heavier styles; but for many purposes, like protecting a young orchard or vineyard where a cheap fence is good enough, the No. 20 will do the work effectively and is less expensive when erected than any other fence or netting with the same size of mesh.

For permanent poultry yards the heavier styles are better and cheaper, life of fence considered.

In all weights and styles the horizontal wires are two inches apart. The size of mesh is governed by the spacing of the mesh wires. Every style has a cabled selvage both top and bottom.



AMERICAN STEEL & WIRE COMPANY
United States Steel Products Company

SELLING AGENTS

San Francisco

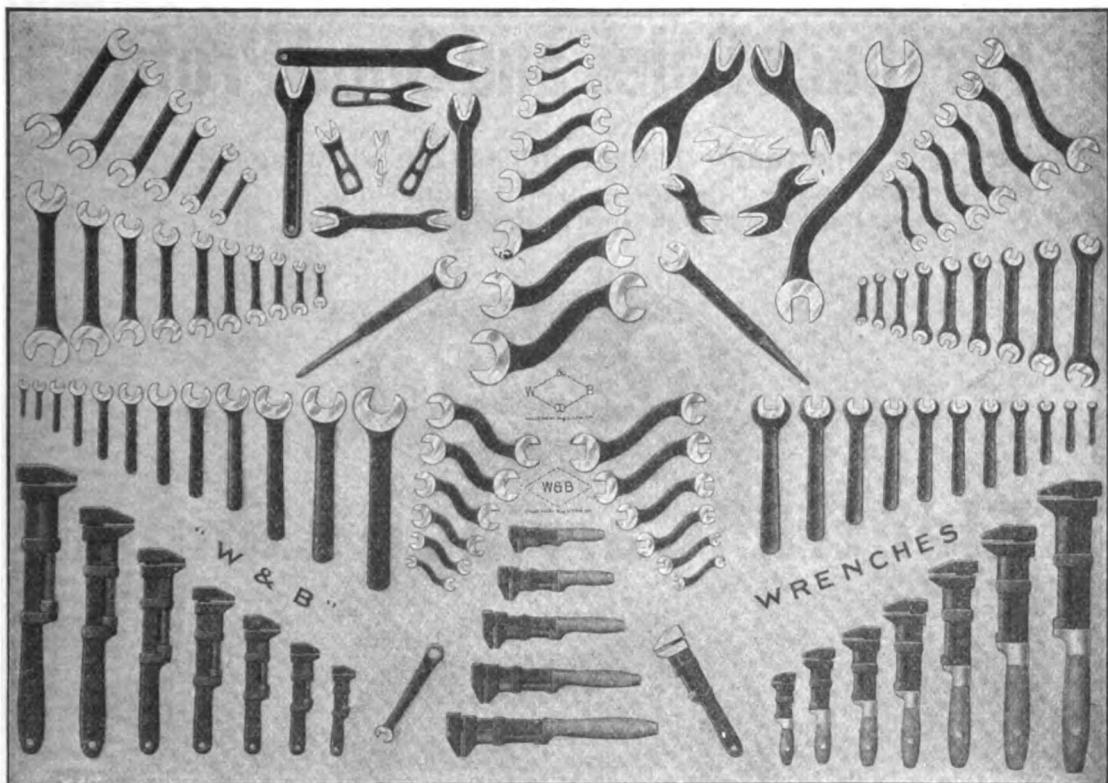
Los Angeles

Portland

Seattle

Awarded the Grand Prize at the Panama-Pacific Exposition.

WHITMAN & BARNES "DIAMOND" SCREW AND DROP FORGED WRENCHES



We can pack a greater variety of high grade wrenches in one shipment than any other manufacturer in the world.

Foremost in Screw Adjusting Wrenches are the "W & B Warranted Machinists' Knife Handle" and "Railroad Special" (all steel) with easy acting screw. Other types in the screw line are the "W & B" Regular and "Automobile," well known for their exceptional quality.

The Drop Forged line presents a great variety of sizes and patterns including "Engineers" and "General Purpose," all adapted to innumerable uses from the smallest nut or set screw to the largest bolt.

The "W & B" Bull Dog types with their V-shaped openings, teeth milled one side, are used for all shapes of nuts as well as round bars and pipe.

Dealers handling the "W & B" unvarying high standard line of Wrenches are in position to meet the requirements of the most exacting users.

Our new No. 86-I Catalog describing the entire line is ready for distribution. Let us know about your Wrench requirements and secure our proposition.

The Whitman & Barnes Mfg. Company

Established 62 Years.

GENERAL OFFICES—AKRON, OHIO

New York Store, 64 Reade Street European Office, 149 Queen Victoria Street, London, E. C.
Export Sales Department, A. J. Barnes, Manager, 90 West Street, New York.

Factories, Chicago, Illinois, Akron, Ohio, St. Catharines, Ont.

Investigate the  The Latest Dietz Driving Lamp

For Quick Sales and Good Profits

here is an opportunity that should be taken advantage of without delay. Now is the time to realize the handsome profits resulting from the sale of Dietz Driving Lamps, and the new line of



Electric Carriage Lamps



Made in two styles. This is style No. 50.

with their small size, and neat, trim appearance will appeal strongly to your trade. This new Dietz Driving Lamp must be seen to be appreciated. Why not ask your Jobber today for a sample pair? At the same time drop a line for circulars fully describing this addition to the Dietz line.

R. E. DIETZ COMPANY New York, U. S. A.

WE MANUFACTURE FOR THE JOBBING AND EXPORT TRADE EXCLUSIVELY

Be Sure You Are Not “Missing a Trick”



Style No. 560

Substantial 3 legged stand suitable for offices and corridors. Water Capacity 3-5 gallons. Ice Capacity 15-20 lbs. Height without bottle 39 inches.

List Price, Mahogany (without bottle) \$11.00.



“Star” Pail

This is our standard size water pail. We have a large variety of styles and sizes of pails for all purposes.

Don't forget that business men are furnishing their employees with cool water. Most of them want to know how to do it at least cost. Show them the way. Sell them

“XXTH CENTURY” WATER COOLERS

These Coolers have many good selling points. They use much less ice than the ordinary cooler—in fact they will earn their cost in a season in the ice saving they make. Absolutely sanitary—easily cleaned and sterilized. No danger of water contamination as it cannot come in contact with melting ice. The water is served as fresh and cool as though it came from a mountain spring—never at disagreeably and dangerously icy temperature.

There is also a big field for the sale of these attractive sanitary coolers in private homes. The profits in their sale are large.

ANOTHER PROFITABLE LINE FOR YOU



Indurated Fibre Ware



Keeler

Keeler, Refrigerator Drip or Baby and Foot Bath, 5 sizes, List Price \$7.00 to \$16.00 per dozen.



Spittoons

3 sizes “Indu-Namel” brown Enamel Steel tops.
9", List Price \$ 8.50 per doz.
11", List Price 9.60 per doz.
13", List Price 12.00 per doz.

Fibrotta “Star” Pails last three or four times as long as galvanized.

They cannot rust and leak or leave rust stains around the house.

Unlike wooden pails they do not warp and have no hoops to rust and drop off, no staves to fall apart.

The Keeler, Refrigerator Drip or Baby and Foot Bath illustrated here will last a life time. It is also made of Indurated Fibre Ware and is used largely on the bar for cooling steins.

Fibrotta Spittoons are the most sanitary ones made. They are light, durable and easily cleaned. They are absolutely sanitary, moisture proof—and inexpensive.

This field is large—the goods have real value. Here's an opportunity to obtain a good volume of business now on a line that is certain to give great satisfaction.

Write for Fully Illustrated Catalogs of “XXth Century” Water Coolers and Fibrotta Ware—Today.

CORDLEY & HAYES
COOLER HEADQUARTERS

16 Leonard St., New York City

CADET GRAY

Porcelain Enameled Lorain Range

Porcelain Enameled
throughout—every
piece coated two
sides from base to
cooking top

With the Lorain Cadet Gray
you throw the blacking
brush away

has all the unique features that have made
the Lorain Line famous.

A particularly handsome piece of goods.
Like a smart, cadet uniform the stippled
gray enameled body is set off by a trim of
rich, black enamel, made brilliant by
smooth nickel touches. This range is so
strikingly attractive, so subdued and pleas-
ing of color that every woman will be com-
pletely taken with the range.

And cheap—just look at the price! A range
with every piece of the body coated two
sides with enamel, including the oven, for
the modest price given below. Here is an
offer that every dealer must snap up or do
himself injustice.

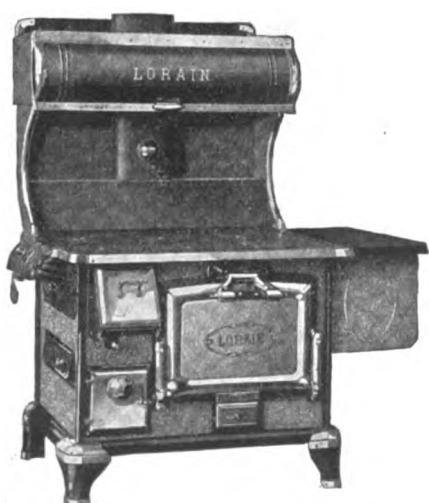
Warming closet is of Wellsville, natural fin-
ish, blue-gray, polished steel that matches
the cadet gray body splendidly.

**As Illustrated . . \$72.50
Less Reservoir . . \$60.00**

Oven 18 x 20 x 18

*Who is going to have
the exclusive agency
in your town—You?*

National Stove Company, Div.
American Stove Company
Lorain, Ohio



CHAS. H. SCHIECK, Coast Sales Agent,
715 Indiana St., San Francisco, Cal. 66 Front St., Portland, Ore.

OHIO COAL OR GAS RANGE

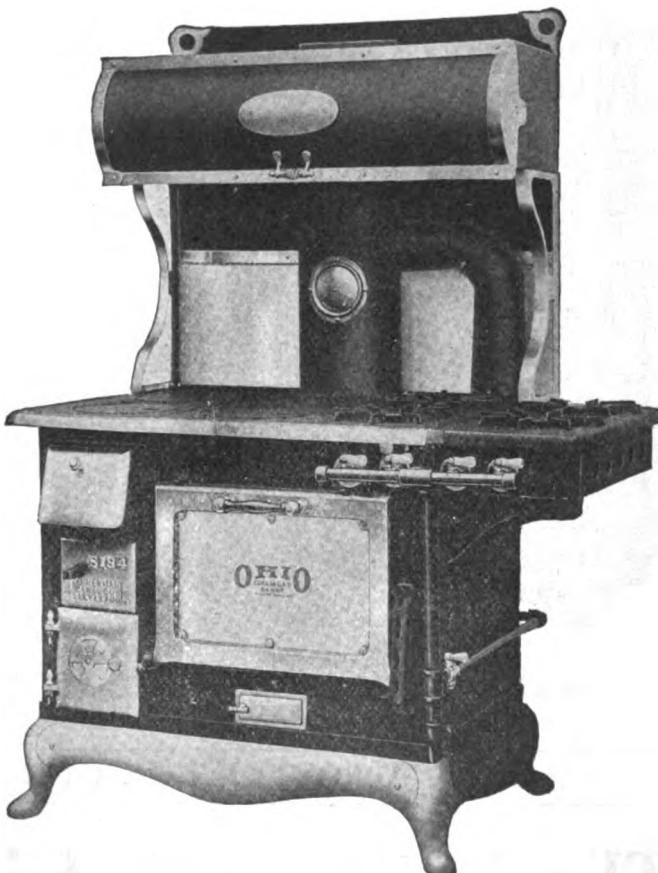
Cooks and Bakes Perfectly
with Coal, Wood or Gas

Burns Both Fuels
at the Same Time

Made of RUST-PROOF
ARMCO INGOT IRON

No Cold Spots—Dead
Air Spaces or Double
Thickness in Oven
Bottom, Sides or Top

GUARANTEED PERFECT
ABSOLUTELY FOOL PROOF



WRITE FOR FULL PARTICULARS & AGENCY PROPOSITION

Tinnerman Stove & Range Company
CLEVELAND, OHIO

BALDWIN Dry-Air Refrigerator

150 Handsome Styles

ASH, OAK, SOFTWOOD CASES;
OPALITE GLASS, VITRIFIED POR-
CELAIN, AND METAL LINED

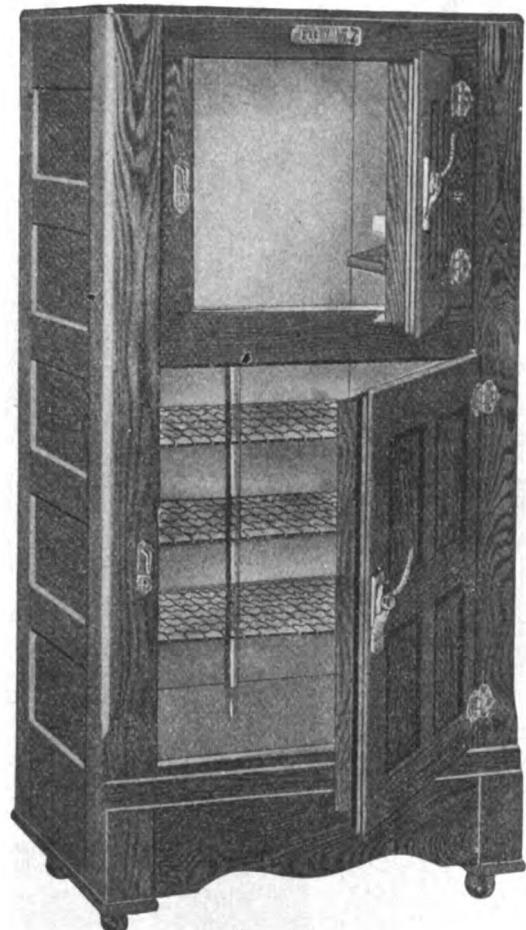
"The Cold, Clean Kind"

Baldwin's do better work with less ice than any other refrigerator made. They keep food preserved in the best possible manner, because of their positive one way current of absolutely pure, cold, dry air, moving swiftly around articles stored, and constantly cooling and purifying every square inch of the refrigerator.

Many Baldwin Refrigerators in constant use for 35 years are still giving the utmost satisfaction.

Don't sell a "cheap" refrigerator—it wastes your customer's money and is a source of annoyance every day he uses it.

Baldwin's are lined with snow-white opalite glass 7-16 inch thick; vitrified porcelain, seamless porcelain, white enamel or metal. There are 150 styles in stock. Don't experiment with new makes of unknown quality—sell the Baldwin—the "kind the old folks used."



"The Box with the Steady Cold Wave"

SEND A POSTAL FOR OUR BIG CATALOG

The Baldwin Refrigerator Co.

BURLINGTON, VERMONT

Pacific Hardware & Steel Co.

San Francisco, California

Distributors for Washington, Oregon, Idaho, Nevada and California

"New Process" Brings Customers



Dealers who sell the
NEW PROCESS
lines make new and
satisfied customers.

The New Process Gas Ranges
are absolutely **Sanitary** and **com-**
plete in every detail.

Made in many styles and sizes
for either family, apartment
houses, hotels or restaurants.

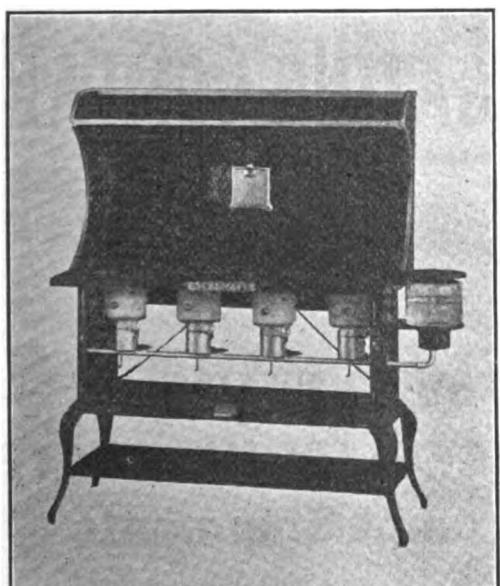
The appearance and perfect
working qualities of the **NEW**
PROCESS satisfies every user.
They are made in various styles
and sizes, either Satin finish or
Green Japan.

Furnished with Oil Saving Burn-
ers, High Speed, and Heavy
Glass Tank.

Has Large, Roomy Cooking Top.
Legs are made of Strong Cast
Iron.

Furnished either with or without
Back Shelf.

The **NEW PROCESS** Oil Stoves
will bring you customers.



THE NEW PROCESS STOVE COMPANY

DIVISION AMERICAN STOVE COMPANY

CHAS. H. SCHIECK, Sales Agent 715 Indiana St. Near 19th St. SAN FRANCISCO.



A Few Types of
FRY'S MODERN TOOL GRINDERS
Furnished with your choice of either
Carborundum or Vitrified Corundum
Grinding Wheels of Highest Quality

WE BUILD OUR GRINDERS IN DESIGNS THAT SELL. WE CAN MEET YOUR REQUIREMENTS IN BOTH QUALITY AND PRICE. WRITE US TODAY FOR CATALOG NO. 3.

B. L. FRY MANUFACTURING COMPANY, Inc., St. Louis, U. S. A.

WHEELING CORRUGATING COMPANY



CORCO BEST GALVANIZED SHEETS

SOFT — CLEAN — CAREFULLY INSPECTED
Large Stocks — Prompt Shipments

All Stores carry in stock large assortments and shipment can be made from warehouse nearest to you

WHEELING CORRUGATING COMPANY, WHEELING, W. Va.

BRANCH OFFICES AND STORES:

NEW YORK
ST. LOUIS

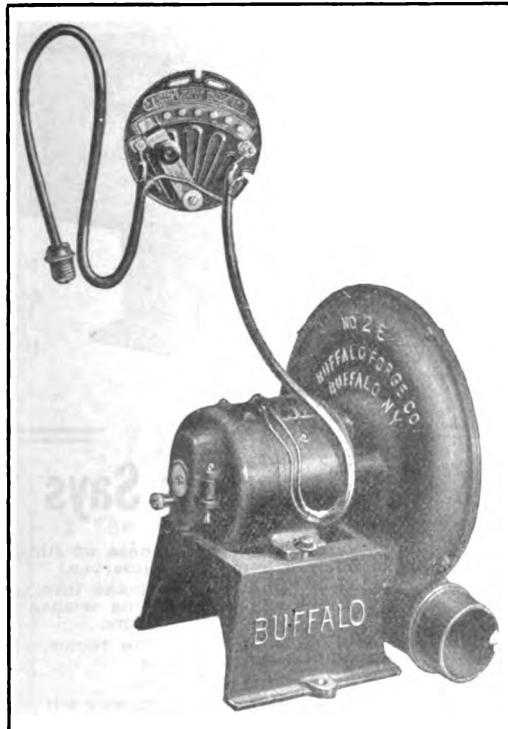
CHICAGO
KANSAS CITY

PHILADELPHIA
CHATTANOOGA

DALLAS
RICHMOND

DETROIT
MINNEAPOLIS
PORTSMOUTH, O.

ALSO SALES OFFICES:



You dealers who want some extra Profit—why not get after Blacksmiths?

BUFFALO VARIABLE SPEED BLOWERS

are needed by every blacksmith who has a forge—and that certainly hits them all. Show him where you can lighten his load—save him money—and your sales are easy—profits big.

Write for further particulars and ask for catalog 179-37.

**BUFFALO FORGE COMPANY
BUFFALO, NEW YORK**

Distributors for San Francisco:
**BAKER & HAMILTON
SPOTSWOOD-HELPER COMPANY**

Pacific Coast Representative:
**HARROLD ENGLISH,
424 Higgins Building, Los Angeles, Cal.**

The **PAUL** Electric Motor Pump

For the Home Water Supply

THIS pump is especially popular in the smaller cities where electric power is available.

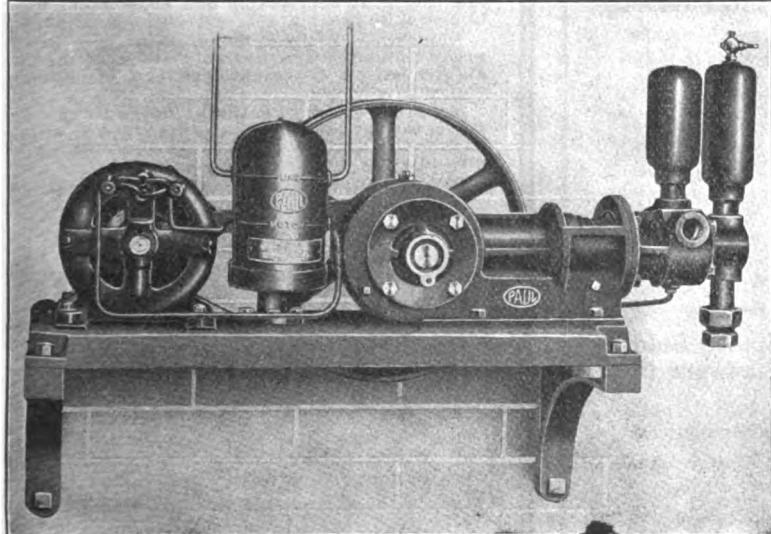
It will supply water from well or cistern automatically to the bathroom, the kitchen, the laundry and the lawn at a low cost. No trouble to install and maintain.

An extremely good proposition to hardware dealers.

Send TODAY for complete descriptive Bulletins No. 4073, with special terms to dealers.

The PAUL Motor Pump is compact—only 30 inches long, 10 inches wide and 23 inches high—and is easy to install. It is shipped assembled as shown.

The Fort Wayne Engineering & Mfg. Co. (Dept. H) —Main Office and Plant—
We manufacture 144 systems of Water Supply, Electric Light and Power.
Branch offices: Indianapolis Detroit Chicago Boston



PENNSYLVANIA

Quality

Lawn Mowers

"PENNSYLVANIA" Lawn Mowers will be making the grass fly wherever grass is grown this coming season.

Their popularity among professional and amateur gardeners is justified by their perfect cutting and running qualities, their self-sharpening crucible tool steel blades and their great durability.

We anticipate another great selling year for "PENNSYLVANIA MOWERS." Are you prepared to enjoy it with us?



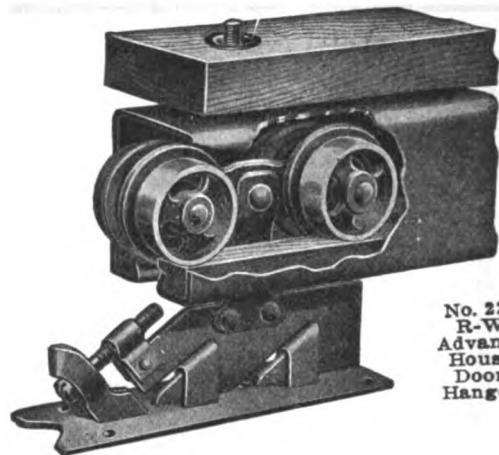
The "PENNSYLVANIA" Brands:

"Pennsylvania"	"Golf"
"Great American"	"Pony"
"Continental"	"Horse,"
"Pennsylvania, Jr."	"Power"
"Keystone"	and Others
"Shock Absorber"	

"The Pennsylvania People"

Supplee Biddle
Hardware Co.

Philadelphia
Pennsylvania



No. 221
R-W
Advance
House
Door
Hanger

An Architect Says

The advantages and conveniences of sliding doors in a modern home are numerous.

First—Several rooms can be made into one large room on occasions when one wishes to do so, by opening the sliding doors.

Second—saving of space in the rooms, the doors opening between the walls.

Third—No squeaking of hinges.

Fourth—May be left open part way without danger of slamming.

Fifth—No wall door-stops required.

Sixth—No draft or dust made in opening or closing.

Seventh—Furniture can be moved from one room to another without marring.

Eighth—Danger of children, as well as grown persons, getting fingers pinched eliminated.

Ninth—No danger of bumping into the sharp edge of open doors while walking in the dark.

Tenth—The Richards Wilcox sliding doors, having steel ball-bearings, are noiseless, and are the most serviceable and economical door hangers in the market, without exception.

Eleventh—For the looks, they are worth many times the small extra cost—over the unsightly swing doors—besides the advantages and conveniences.

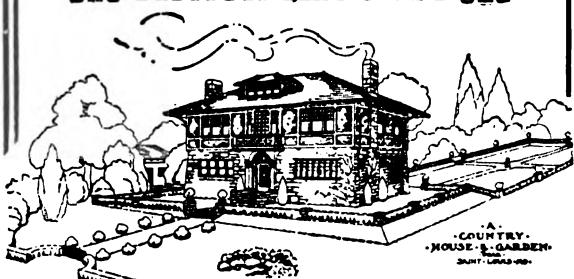
Twelfth—Rooms entirely opened up are more easily heated from other rooms, eliminating the draft occasioned by the opening of an old-style door.

Treat yourself square—get our proposition.

Richards-Wilcox



MANUFACTURING CO.
AURORA, ILL. U.S.A.



A COUNTRY
HOUSE & GARDEN
SUIT. DRAPERY

Remove Stock Rapidly and Smoothly



"The
DELTA

Is the only Line of Files from 3 to 24 inches that are made absolutely of

**CRUCIBLE
STEEL"**

This high quality material and our scientific hardening and tempering methods enable us to produce files of exceptional durability.

Delta Files are made in several shapes and sizes—there is a shape and size for your particular requirement.

Use Delta Files in your shop—you will increase your output and greatly reduce your cost of filing.



This trade mark safeguards the interests of thousands of file users everywhere. Always look for it.

DELTA FILE WORKS
PHILADELPHIA, PA.

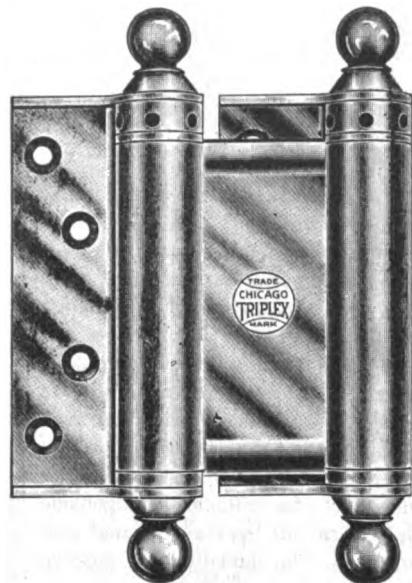
Western Distributors

UNION HDW. & METAL CO., Los Angeles, Cal.
SEATTLE HARDWARE CO., Seattle, Wash.

TRADE
CHICAGO
MARK
SPRING HINGES

A SUGGESTION

HAVE you a stock of Spring Hinges that have distinctive selling features which your salesmen can offer and which would make the prospective purchaser buy them and no other?



Chicago "Triplex" Spring Butts

offer this advantage to you. The appearance, durability and finish of this article are unsurpassed, and in consideration of prices that are conservative in respect to value, the up-to-date dealer cannot afford to neglect this profitable business.

Send for Catalogue W29. It fully illustrates and describes the most complete line of Spring Hinges manufactured.

Chicago Spring Butt Company,

CHICAGO



NEW YORK

Make Every Customer A Carborundum Purchaser



EVERY man has his own idea of razor stropping. Just tell him how a few strokes of his razor on the corrugated side of a Carborundum Strop will keep that razor in better cutting condition. ¶ The smooth side will give a keen, hair-splitting, non-pulling edge. ¶ It's up to you, Mr. Hardware Dealer, to give him a demonstration—to point out the advantages of having two strops in one. Show him the quality of the leather—it is genuine shell horsehide, specially tanned and prepared. Incidentally, just mention the trimmings and novel attaching devices. Let us help you with your Carborundum window. It will increase sales.

Lithographed cut-outs and sales helps furnished upon request.

The Carborundum Company
Niagara Falls, N. Y.



appeals with special force on account of its neat appearance, easy hang, and proven quality of material.

The Carpenter comes into your store, picks up a Saw, looks it over carefully, "swishes" it through the air a time or two, and has a pretty good idea of whether or not he wants to buy that saw.

Simonds Hand Saws are made to interest the purchaser the very moment he picks them up and they are made to please him throughout all the life of the saw.

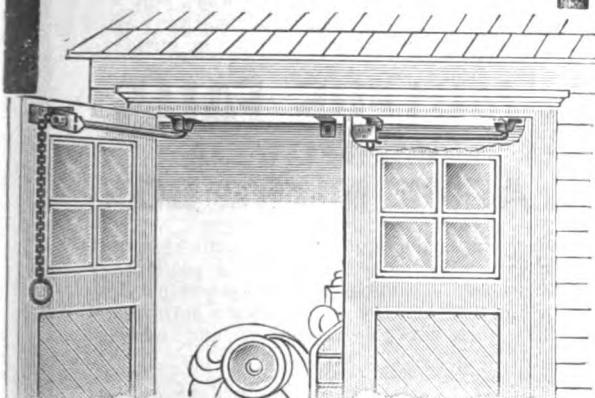
For catalog of Hand Saws, Wood Saws, Circular, Band, or Crescent Ground Cross-Cut Saws, Files or Hack Saws, write our nearest office.

Simonds Manufacturing Co.

San Francisco, Cal.
Seattle, Wash.

Portland, Ore.
Vancouver, B. C.

Sell the SHELBY Garage Door Holders



Here is a strong, durable and practical Door Holder for swinging Garage Doors, that meets the demand of Auto owners.

It automatically catches the door as it swings to right angle position and securely holds it until released by a slight pull on the chain.

It also will (if desired) automatically lock the door when closed.

It is made entirely of wrought steel. No springs or frail parts to rust or break.

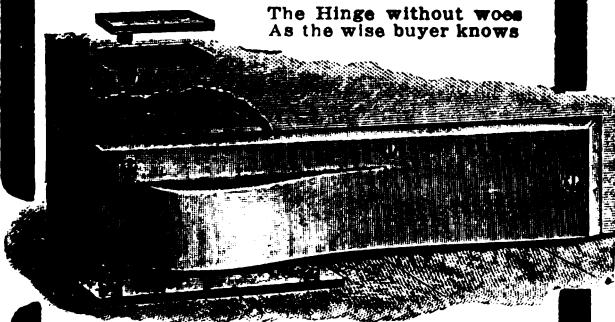
The cost of purchase and installation is so small that all auto owners are interested as soon as they see it.

A good margin of profit for the dealer. Ask us for prices and miniature model.

We also make

The SHELBY CHIEF Floor Hinge

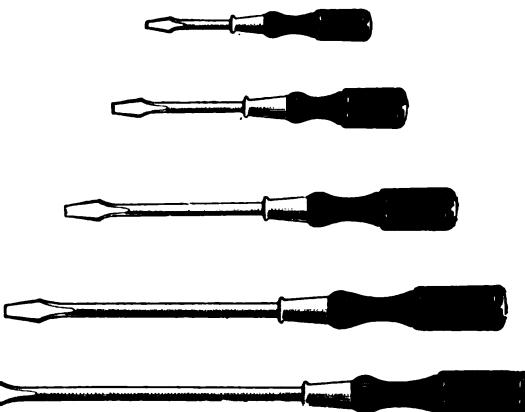
The Hinge without woes
As the wise buyer knows



THE SHELBY SPRING HINGE CO.
SHELBY, OHIO

Coast Representatives
POND EDWE. SPECIALTY CO.
Los Angeles, Cal.
D. L. HERMAN, Seattle, Wash.

Stanley Tools



"HURWOOD" Screw Drivers

Unsurpassed for
Strength and
Durability

Blade, Shank and Head are one piece of special steel. Two patented projecting wings under the head together with a rivet which passes through the ferrule, handle and shank, securely fastens the Blade in the Handle, preventing its turning.

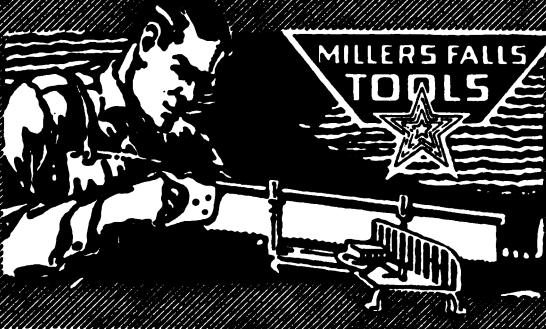
The Blades are finely tempered and well finished.

The Handles are polished and stained black.

Many styles and sizes from which to select your stock.

Manufactured by

STANLEY RULE & LEVEL CO.
NEW BRITAIN, CONN. U.S.A.



Selling Satisfaction

When you sell a tool that does precise work in the best possible way, you are building a good will that will pay you dividends as long as you are in business.

MILLERS FALLS IMPROVED ACME MITRE BOX

is designed to do the finest and most accurate mitering and it has quick adjustments that save mechanic time. Graduated arc and index supports may be locked at either a positive or intermediate angle. Gauges can be set at any depth desired. Length gauge makes it possible to control the length with accuracy. Slotted support underneath the saw prevents splintering at end of cut. Automatic device holds new guides when raised to highest point and releases instantly.

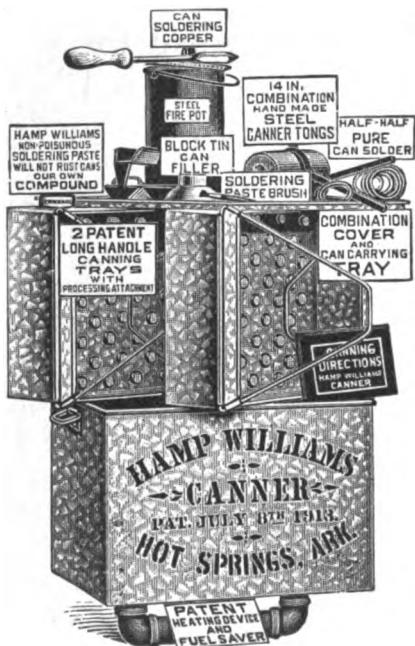
If you aren't selling Millers Falls tools, send for catalog and 'Millers Falls Book of Selling Helps.' They are worth money to any dealer.

MILLERS FALLS COMPANY

"Toolmakers to the Master Mechanic"

New York Office, 28 Warren Street

MILLERS FALLS, MASS.



Hamp Williams has worked two years industriously equipping a factory to manufacture the

HAMP WILLIAMS HOME CANNER

so that the people may can their vegetables and fruits in tin cans or glass jars for home and market, and not let them rot and go to waste as they have been doing. This Canner complete and with directions how to can everything, on which you can put up 500 cans daily,

Retails for Only \$14.00

Every Retail Hardware Dealer in this country should have one of these cannisters in his front door. It would be worth many times its cost as an advertisement for people to talk and think about. Order one and get the agency for your town.

HAMP WILLIAMS HARDWARE CO.
Manufacturers

HOT SPRINGS, ARKANSAS

Just the Socket Wrenches That Sell

Just the Way to Sell Them



Socket Chest No. 300.

**SOCKET WRENCHES HAVE
LONG AGO PROVED THEIR
WONDERFUL WORTH**

No. 300 Socket chest is offered FREE with an assortment of sockets, handles and accessories that will exactly meet your requirements.

Write for Special Free Offer
Catalog 183 D.

FRANK MOSSBERG CO. "Wrenchsmiths" for 18 Years **ATTLEBORO, MASS.**

PORTER'S BOLT Clippers

"NEW EASY" The World's Standard



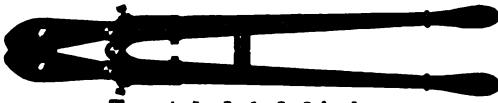
Sizes to cut $\frac{1}{8}$, $\frac{3}{16}$, $\frac{1}{4}$, $\frac{5}{16}$ inches

"EASY" The Old Favorite



Sizes to cut $\frac{1}{4}$ and $\frac{5}{16}$ inches

ALLEN-RANDALL. Five Sizes



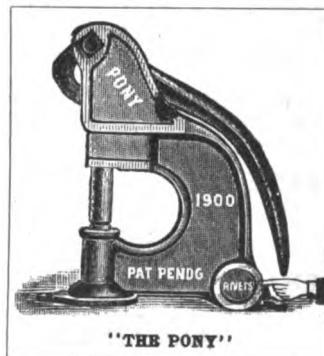
To cut $\frac{1}{8}$, $\frac{3}{16}$, $\frac{1}{4}$, $\frac{5}{16}$, $\frac{3}{8}$ inches

Handed by the Leading Wholesalers and Jobbers of Heavy Hardware

H. K. PORTER BOLT CLIPPER SPECIALIST
6 ASHLAND STREET :: EVERETT, MASS.

The "PONY"

Is the very best Hand Machine that money can buy, for setting Tubular or Bifurcated Rivets

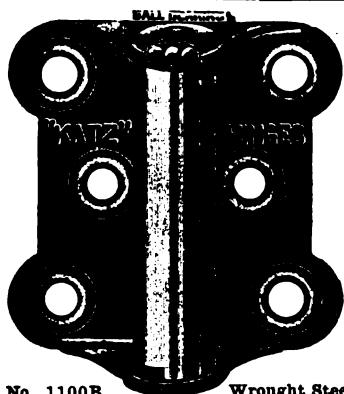


"THE PONY"

IT'S GUARANTEED
SOLD BY JOBBERS EVERYWHERE

Made by

F. H. SMITH MFG. CO.
CHICAGO, U. S. A.



No. 1100B

Wrought Steel

"KATZ" Ball Bearing Screen Door Hinge No. 1100B

Size $3\frac{1}{4} \times 3$ in.

These Screen Door Hinges are equipped with Steel Balls at either end, making the bearings unusually durable—a feature of decided merit.



Packed with No. 1100B Sets.

Made of heavy wrought steel.

LAWSON MFG. CO.

215 W. Huron St., Chicago, Ill.

Sold by All

Leading Jobbing and Supply Houses **SAMSON or ROWELL**



Made Only by

G. D. ROWELL & SON, Appleton, Wisconsin

Buy a

Railway Car Mover

And Have a
**LITTLE SWITCH ENGINE
OF
YOUR OWN**

PRICE EACH, \$5.00



Samson Spot Sash Cord

Extra quality, guaranteed free from all imperfections. Can be distinguished at a glance by the Colored Spots. Specified by architects and builders everywhere.

We manufacture braided cord in all sizes, colors and grades, for all purposes. Carried by all jobbers.

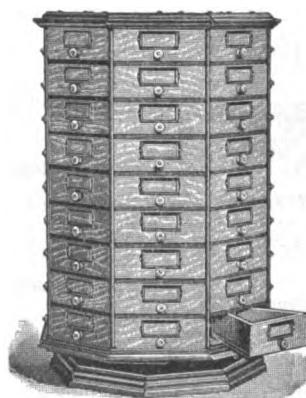
**SASH CORD
CLOTHES LINES
SOLID BRAIDED ROPE**

**SHADE CORD
MASONS' LINES
CHALK LINES**

Send for catalogue and samples.

**Samson Cordage Works
Boston, Massachusetts**

Revolving Cases



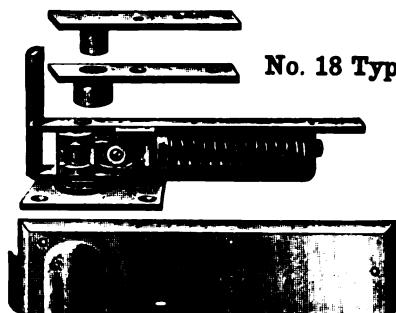
We have fifty thousand satisfied customers who have been using our Cases for years. Dealers in hardware, auto supplies and plumbers find these Cases indispensable. Every Case, guaranteed. Sold by all leading jobbers throughout the country. Catalog and price list mailed on application.

Manufactured by
**The American Bolt & Screw Case Co.
DAYTON, OHIO.**

BOMMER

Floor Surface Spring Hinge

RELEASE AND HOLDBACK FEATURES
BALL BEARING—ALIGNMENT DEVICE



No. 18 Type

This is the most durable hinge of its type. It holds the door open when swung to 90 degrees at either side. When desired the spring-action can be entirely released so that the door will swing free, without spring-action through an arc of 180 degrees in either direction, by inserting a wire nail (when the door is open) into a hole provided in the side plates for that purpose.

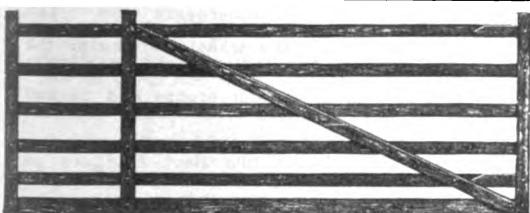
BOMMER BROS., Mfrs., Brooklyn, N. Y.

McCAFFREY
FILE CO.
PHILADELPHIA

*Good Tools and
Good Temper*

"Highest Award (Medal of Honor) for FILES and RASPS, Panama-Pacific International Exposition, San Francisco."

Established 1863



A Farm Gate in 10 Minutes!

Over 5000 sold in less than 60 days. Farmers are going to start sprucing up their grounds early this spring; you and we are going to help them do it. They will need a gate or two for every field and several around the barn lot. Price and convenience will sell them.

"ECONOMY" GATES

These gates of the best Arkansas Soft Pine are packed in separate bundles with bolts and washers complete—all holes bored—hinge blocks fastened—average weight 100 lbs.—12 ft. long—52 in. high—creosoted. Each gate may be set up completely in ten minutes. Let us stock you early. Write today!

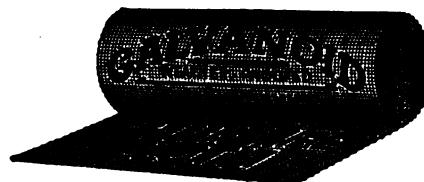
THE MILLER - KEMPER COMPANY, Richmond, Ind.
Following Jobbers Sell Economy Farm Gates:
Van Camp Hdwe. & Iron Co., Indianapolis, Ind.
Belknap Hdwe. & Mfg. Co., Louisville, Ky.
Smith Bros. Hdwe. Co., Columbus, Ohio
Kruse & Bahlman Hdwe. Co., Cincinnati, Ohio

Bigelow & Dowse Co., Boston, Mass.
Geo. Worthington Co., Cleveland, Ohio
Miller Bros. Hdwe. Co., Richmond, Ind.
Kruse Hdwe. Co., Cincinnati, Ohio
Hibbs Hdwe. Co., Portsmouth, Ohio

American Brand

QUALITY SERVICE

Screen Wire Cloth



Lasts Longer — Looks Better
also

Copper, Bronze,
Galvanoid Enameled, Painted,
Bright Galvanized

All Meshes and Widths

American Wire Fabrics Co.
CHICAGO, ILLINOIS

FACTORIES:
Clinton, Iowa Mt. Wolf, Pa. Niles, Mich.

There Is a Difference in Washers



Just as in any other commodity. Our Washers are made of the Best Material and with the utmost care. That's why the largest users of Washers prefer those of our make.

We also make

Malleable Washers and Cast Iron Washers

Wrought and Steel Plate Washers

of all descriptions. Round and Square, Plain or Galvanized.

Annealed Rivet Burrs Fellow Plates Sheared and Punched Plates

PROMPT SHIPMENTS

Wrought Washer Mfg. Co.

Milwaukee, Wis.

Coast Representatives,

HUGHESON & MORTON, Inc.
San Francisco, Cal.; Los Angeles, Cal.; Portland,
Ore.; Seattle, Wash.; Denver, Colo.



GARDEN MAKING Time is Here

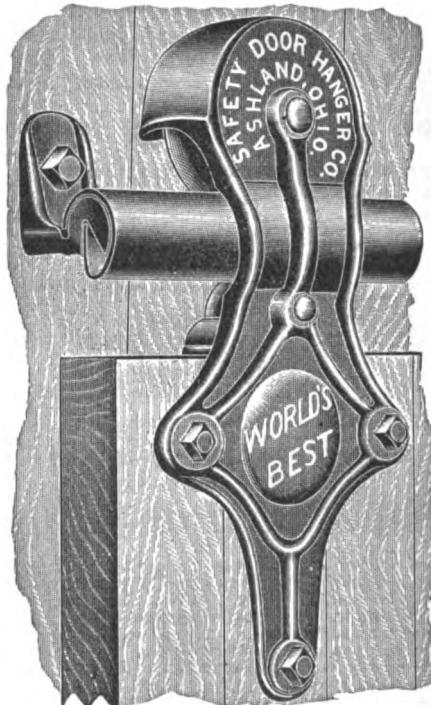
LANSING Garden Barrows

Make Good Gardens and Satisfied Customers.

WAREHOUSE TRUCKS
CONCRETE MIXERS
HAND CARTS

CASTERS SCRAPERS
MILK CARTS^f Etc., Etc.

LANSING COMPANY
338-348 Brannan St. near 2d, San Francisco, Cal.



For Sale by All First-Class Hardware Distributors

World's Best Tubular Track

Barn, Factory & Warehouse Door Hanger

Frame is made of best grade malleable iron. Supplementary wheel underneath the track prevents derailment.

The wide bearing of the wheel distributes the weight and makes it the Easiest Running Hanger on the Market.

Finished in fine aluminum bronze and packed one pair in box complete with bolts; one-half dozen pairs in a case.

Our Track has the Slidable Bracket, the feature that has made World's Best Hangers so popular with the Building Trade. Ask your jobber or write us.

Safety Door Hanger Company

Ashland, Ohio, U. S. A.

O. M. & F. W. JONES, Biscuit Mfg.,
San Francisco, Cal., and Equitable Savings Bank
Mfg., Los Angeles. Western Representatives.

**On Time
Rain or Shine**

THE DIRECT LINE
TO SACRAMENTO
DIXON, WOODLAND, MARYSVILLE,
COLUSA, OROVILLE AND CHICO.
Automatic Block Signals
Observation Cars
Oakland, Antioch & Eastern Railway
San Francisco Station, Key Route Ferry

WILLIAMS' "Agrippa" Tool Holders

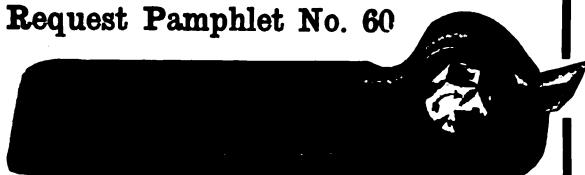
"THE HOLDERS THAT HOLD"

SATISFY BOTH

Dealers who want tool holders that sell and users who want tool holders that excel. Their superior mechanical worth insures both the demand and the performance.

They won The Grand Prize at the P. P. I. E., 1915.

Request Pamphlet No. 60



Pacific Coast Representative

MR. M. HOWARD, Monadnock Bldg.,
San Francisco, Cal.

Dixon's Graphite Cup Greases

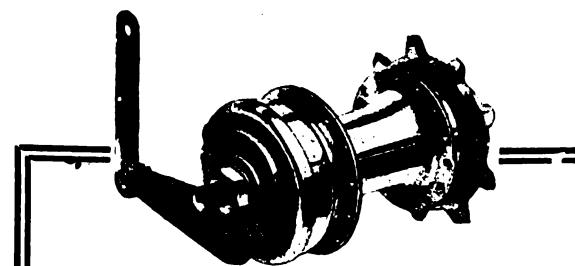


In this complete line you will find a grease that will exactly meet your customer's conditions, whatever they may be. And you may rest assured that the service rendered by any Dixon Graphite product will reflect credit upon your judgment in stocking it. Write for prices and Catalog No. 230-R on "Dixon's Graphite Productions."

Made in Jersey City, N. J., by the

Joseph Dixon Crucible Co.

Established 1827



*If He Buys a Brake, It's Ten
to One It Will be the*



DUPLEX COASTER BRAKE

This is a safe bet. Just figure the percentage of Corbins on brake equipped bicycles and you will know why.

This test will convince you of the wisdom of keeping the Corbin Duplex always in stock. It will prove to your own satisfaction that the Corbin Duplex Coaster Brake is the biggest seller on the market, that the majority of brake equipped bicycles carry the Corbin equipment.

The sales of brakes this season will keep pace with the sales of bicycles. There is going to be a big increase in both, and consequently, a greater demand than ever for the Corbin Duplex.

All bicycle manufacturers will equip it when specified. Do so, it will increase the selling value of the wheel. Your jobber will supply you. Write for price lists, discount and catalog.

THE CORBIN SCREW CORPORATION
THE AMERICAN HARDWARE CORPORATION,
Successor

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia
Makers of Corbin-Brown Speedometer

PHOENIX

Horse and Mule

SHOES

AND

Bull Dog Toe Calks

BEST IN THE WORLD

MANUFACTURED BY

PHOENIX HORSE SHOE CO.

LARGEST HORSE SHOE MANUFACTURERS IN THE WORLD

ROLLING MILLS JOLIET, ILLINOIS
AND FACTORIES POUGHKEEPEE, NEW YORK
SALT LAKE HARDWARE CO., Salt Lake City, Utah

CHICAGO, ILLINOIS

GEO. A. LOWE CO., Ogden, Utah

Phoenix Shoes are Kept in Stock by the Following Houses
PACIFIC HARDWARE & STEEL COMPANY

San Francisco, Cal.

WATERHOUSE & LESTER COMPANY

San Francisco, California, Etc.

PERCIVAL IRON COMPANY, Los Angeles, Cal.**NORTHWESTERN HDW. & STEEL CO.**, Portland, Or.**WEST COAST WAGON CO.**, Tacoma, Wash.**GRAY BROTHERS**, Seattle, Wash.**HOLLEY-MASON HARDWARE COMPANY**

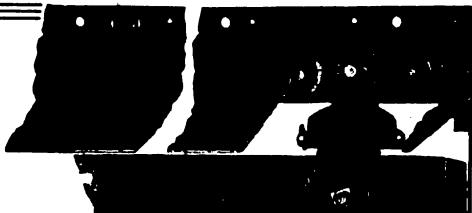
Spokane, Washington

SCOVEL IRON STORE CO., San Francisco, Cal.**TAYLER-SPOTSWOOD HARDWARE CO.**

San Francisco, California

SPOTSWOOD-HELFER CO., San Francisco, Cal.

Boise, Idaho

SWEET-TELLER HARDWARE COMPANY



WAGNER

Ever-Tight Trolley Track

New—Different—Better




No brackets—track is forced up tight to building by lag screws. No chance for rain or snow to drive in between track and building. Completely protects hangers and top of door. Nothing else like it on the market—nothing so near to trolley track perfection. Absolutely bird-proof. Impossible for door to come off.

Like all other Wagner Specialties the Ever-Tight Hanger is a quality product—a big seller—a profit-maker—a trade-builder.

Write for New 80-page Catalog




showing complete line Wagner Door Hangers and Tracks, Coaster Wagons and dozens of fast-selling hardware specialties. The Wagner line will interest you.

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Flexible Flyer

"The sled that steers"

The new construction has taken the trade by storm. The demand has exceeded the supply.

Steel Front Easier to Steer Stronger and Handsomer Chrome Nickel Steel—Non-skid Runners

The strongest sled made stronger.

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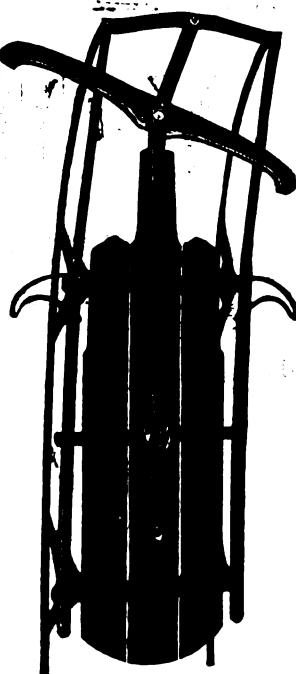
The easiest-steering sled made easier to steer.

Prepare now for next season's trade.

As the price of steel and other materials is constantly advancing our advice is to place orders at the earliest possible moment. Write us now for prices. Don't delay!



Unless it bears this trademark it is not a genuine Flexible Flyer.

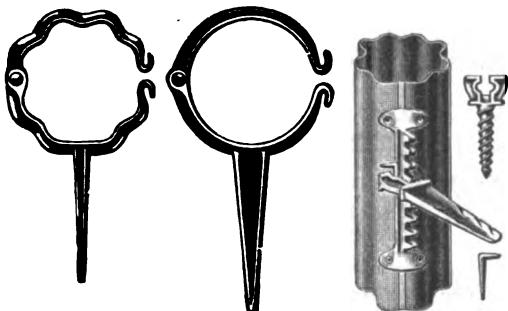


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Patentees and Sole Manufacturers

If you want a good, low-priced steering sled ask for prices on our Fire Fly Coasters.

Berger's Hooks and Pipe Fasteners



MANY STYLES FOR WOOD OR BRICK
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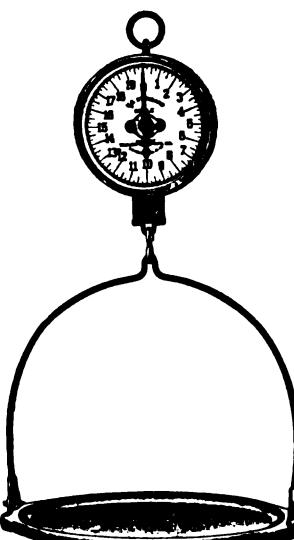
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No. 200-A. White dial, covered with glass, price each, \$3.00.

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Write us for descriptive matter. Order through your jobber

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**Insurance that Protects You
Against Loss and at the same time
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You Can't Afford to Experiment

with methods and plans and theories that may be considered all right today and tomorrow may change

Look at this Record of Premiums Returned by us:

Dividends paid: 1907, 25 per cent; 1908, 33 1-3 per cent; 1909, 33 1-3 per cent; 1910, 33 1-3 per cent; 1911, 33 1-3 per cent; 1912, 35 per cent; 1913, 35 per cent. Thirty-five per cent of premiums on policies expiring during the present year is to be returned to the policy holders.

Can give you a list of thousands of satisfied policy holders.

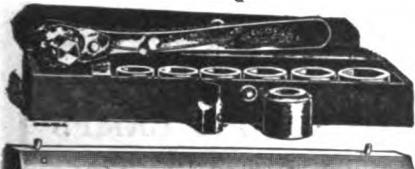
Insures Store Buildings, Stocks, Dwellings and Household Goods belonging to Hardware or Implement Dealers who are members of their State Association. Profits returned to Policy Holders in dividends selected Class of Risks. Equitable Adjustment and Prompt Payment of Claims

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to break or spread. Has no equal for close work.

STANDARD SET Contains:

1 Handle 7 inches in length.

2 Screw-driver bits.

7 Sockets to fit semi-finished Hex. nuts as follows:

U. S. Standards from $\frac{1}{4}$ in. to $\frac{1}{2}$ in.

A. L. A. M. Standards from 5-16 in. to 11-16 in.

Cup screw heads from 5-16 in. to $\frac{1}{2}$ in.

Price in leather case, \$2.50.

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Made throughout. Made of the best material obtainable. The sockets in both the standard and Ford sets are turned from Bessemer steel and case hardened, are warranted not to break or spread. Has no equal for close work.

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SIX SOCKETS to fit all nuts and bolt heads on Ford car, including the cylinder head.

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Sold by dealers everywhere.

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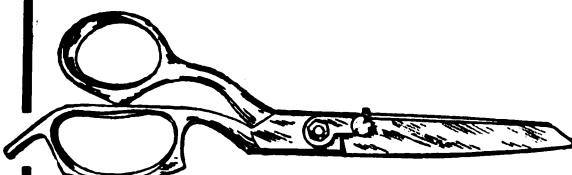
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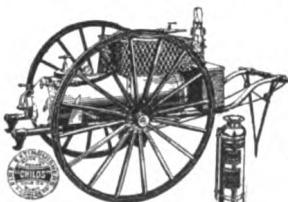
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American made Goods at best prices.
Always cut smooth and easy.

THE ATLAS SHEAR COMPANY, Bridgeport, Conn.

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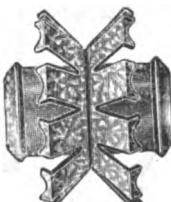
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Improved Perfect Clinching Hose Menders are fast sellers. Made with seamless brass tubes and heavy galvanized clamps. Also all steel retinned. Every clamp is turned inwardly to grip the hose. Prices right.

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Write to your Jobber or to us for our latest catalogue. Our proposition to Dealers is very attractive and profitable.

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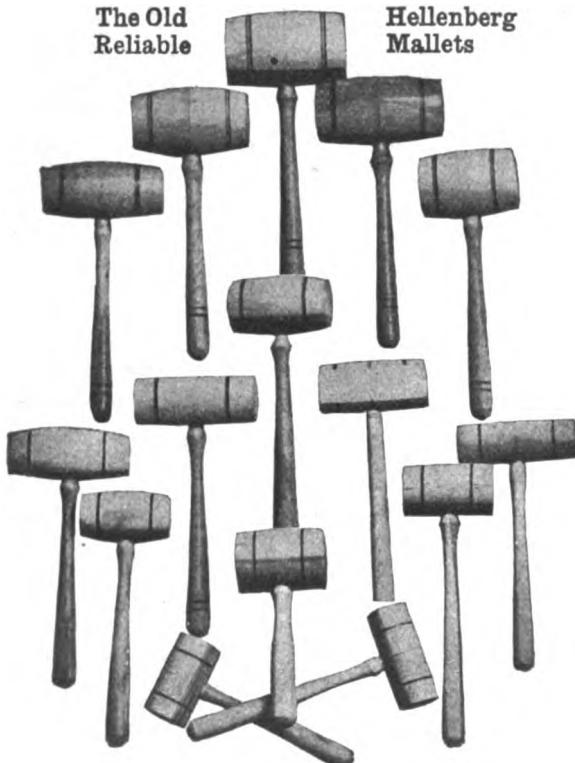
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YOU,—MR. JOBBER,—Write us for
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The J. B. HELLENBERG CO., Inc.
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YOU KNOW THESE EXPERTS—

ROEDDER SNOOK LANE MULLIKIN

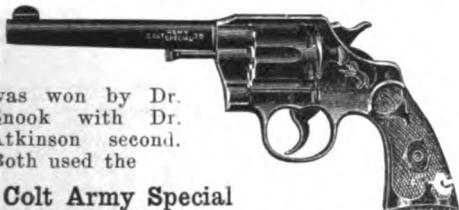
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was won by Dr. Snook with Dr. Atkinson second. Both used the

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went to the Pennsylvania State Police team, and the Grand Aggregate to Dr. Snook

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Are used by the Match winners of Today. Because one of the first "records" may have been made with a bow and arrow, don't feel that the choice of a target arm should depend on ancient history—get your customers into the game with

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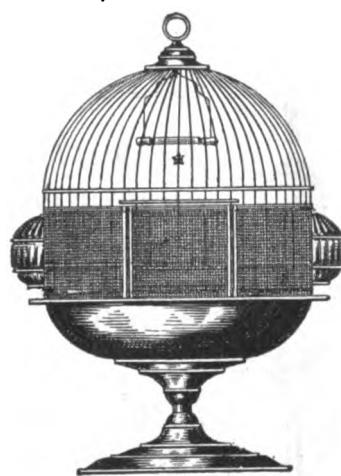
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In Placing Your Orders for Ammunition Do
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FIVE OUT OF THE PAST SIX YEARS

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1915	Woolfolk Henderson..	2800	2731	97.53	A New World's Record

A RECORD OF ACCOMPLISHMENT UNPRECEDENTED

Indicating { The confidence reposed in the **(P)** brand by Amateur Shooters
The way the **(P)** brand "Delivers the Goods."

THE PETERS CARTRIDGE CO., Pacific Coast Branch, 585-87 Howard St., San Francisco, Cal.

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HIBBARD, SPENCER, BARTLETT & CO., Chicago, Ill.
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You Ought to Sell Profitable Lines



Kewart's Flies and Spoons make pleased customers and bring them back for more. Sportsmen always want the best.

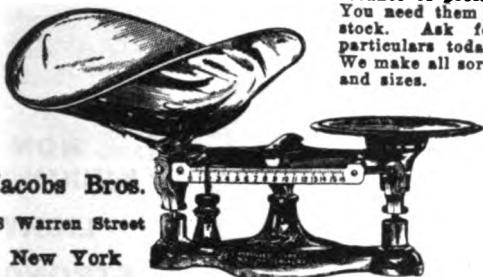
Kewart's fishing tackle will make your store headquarters and bring you a profitable trade.

Write for our new H. W. catalog and trade prices.

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FINE ACCURACY than stipulated by Law
J. B. Scales comply with the most stringent laws. Can
be used with assurance of safety and sold with as-
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You need them in
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We make all sorts
and sizes.



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HOPPE'S Nitro Powder Solvent No. 9

For Cleaning High Power Rifles, Shot Guns and Fire Arms of all kinds. It will remove and prevent Rust in any Climate. It will neutralize acid residue of smokeless Powder, and prevent corroding. Used by Army and Navy riflemen. Sold by Hardware and Sporting Goods Dealers.

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Put Your Store in Line for Bigger Profits From Trapshooting

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DUPONT SPORTING POWDERS

Tie your store to our trade-making advertising by specifying DUPONT, BALLISTITE or SCHULTZE for trap loads,—the powders new shooters use because they are the champion's choice.

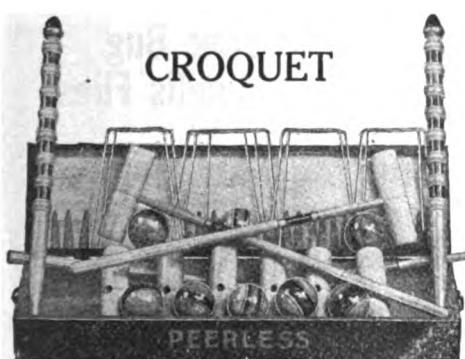
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Powder Makers Since 1802
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THE MOST ATTRACTIVE LINES ON THE MARKET

Indian Clubs :: Dumb Bells :: Ten Pins :: Woodenware

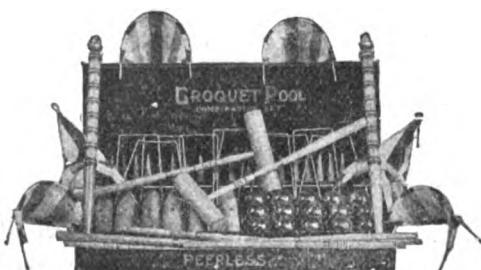
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Today
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Prices
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There is always a demand for the better kind of croquet—and in this respect, our product is the best. Our prices and quality are certain to prove a great revelation to you.

CROQUET POOL. A New Game



Here is a game that has been a success wherever introduced. Absolutely new and novel and adds life to croquet devotees. It is attractively put up and it will prove a ready seller.

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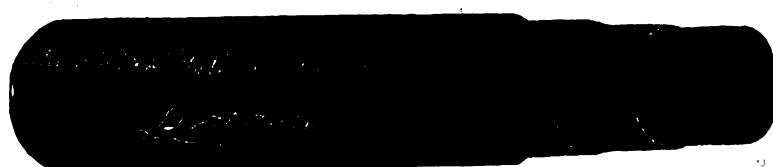
**CON-
TINUOUS
LENGTHS**



**NON-
KINKING,
LIGHT,
STRONG
FLEXIBLE**

MOGUL

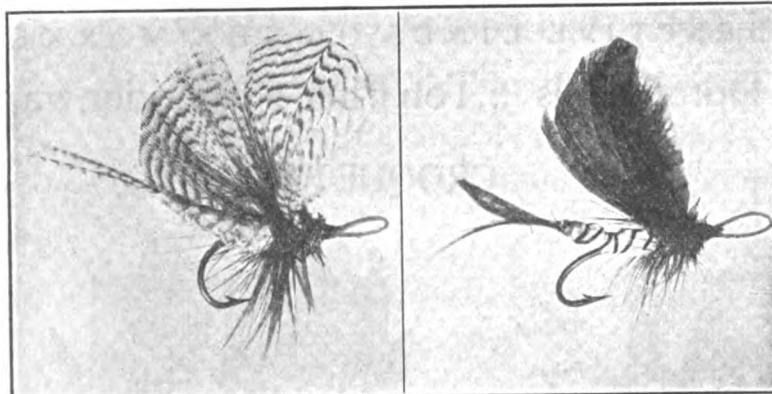
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**500 FOOT
REELS**

UNITED STATES RUBBER CO. of California, 50-60 Fremont Street, San Francisco
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**Cork Body
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Are Rapid Sel-
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Only \$1.75 Per Dozen Delivered at Your Store

Order a sample dozen and be convinced. It will be your best seller.

Kewart's Single egg hooks only \$2.00 per gross. ANOTHER SPLENDID SELLER.

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Catalogs of

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We are Specialists in these lines, and can give expert
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AND YOU
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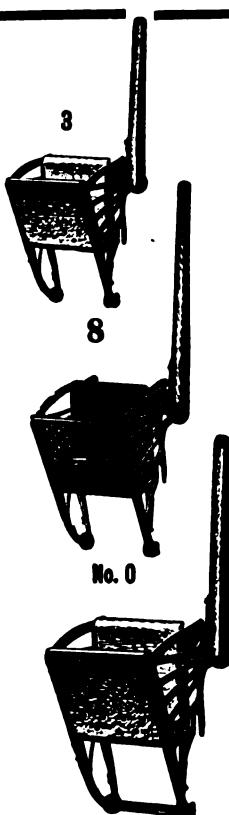
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Because They Wring Driest, Easiest, Quickest,
Neatest, and Most Perfectly

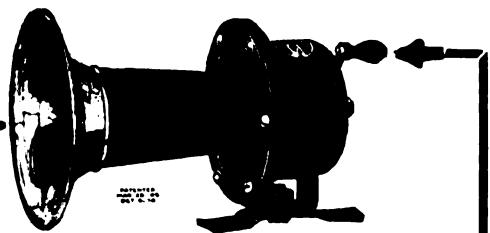
Hundreds of thousands of them already in use,
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*TRADEMARKED and
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WHITE MOP WRINGER CO.
FULTONVILLE, N. Y.





\$4.00 SEISS \$4.00

Double Acting Horn

Operated by touch of the hand—either to the right or left—for short sharp blast—or for long continuous sound same as a motor driven Horn. This is the only horn on the market having these features.

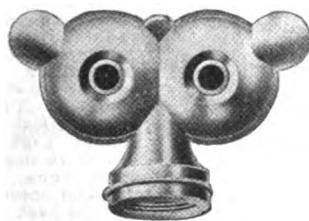
Guaranteed for Ten Years

Positive in Action—no Ratchets—no Spring pressure to go against—simplicity—nothing to get out of order—a Horn that will outlast your car. Finished in Black Enamel—Baked—with highly polished Nickel Bell—or Brass—or all Black.

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THOMPSON'S IMPROVED TWIN LAWN SPRINKLER



Sells Itself—Thousands of Users
Pronounce It the Best

Unique design. Throws even, mist-like spray. Covers large area. Will not clog. Made of zinc and brass lined. Non-corrosive. Sold thru leading jobbers. Write for descriptive folder of sprinklers and permanent systems.

THOMPSON MANUFACTURING COMPANY

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SOMETHING NEW UNDER THE SUN

CARBON REMOVER



The man who said that there was "nothing new under the sun" was quite mistaken. He certainly never heard of EVER-READY CARBON REMOVER.

For here is a carbon remover that actually IS a carbon remover. Here is a GUARANTEED Carbon Remover for 88 cents. Cleans gasoline engine cylinders; kills every trace of carbon. Cleans valves and spark plugs, too. And in 30 minutes' time, mind you!

EVER-READY CARBON REMOVER either lives up to our claims or the full purchase price will be refunded. Get a trial can today. Ten days on approval. Write for prices and particulars.

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The Coleman Air-O-Lantern

A sure seller and sure pleaser. The lantern pre-eminent. Solidly made. Economic. Sure burning. Wickless—soot less—smokeless—harmless—peerless. Safe in hay barn, garage or anywhere else. Turns darkness into day in cellars, alleys and all the dark places. Danger proof and "Fool Proof." Guaranteed for 5 years.

This is one of the Coleman Air-O-Lite products, which caused the world to sit up and take notice at the Panama-Pacific Exposition, and won for the Coleman Products, the Highest Award. No specialty line carried by any dealer stands paramount to the Coleman Air-O-Lite line. Full particulars on request.

THE COLEMAN LAMP COMPANY

Wichita, Kansas St. Paul, Minnesota
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A Treasure Chest Full of Money

IS WHAT A HATFIELD IN YOUR
WINDOW MEANS TO YOU

H. Bakalar & Co. reports making \$10.00 to \$12.00 a day. Metropolitan Razor Sharpening Co., \$8.00 to \$9.00 a day. A. Rooder reports \$7.00 to \$8.00 a day. A. Bakalar reports \$6.00 to \$7.00 a day.

You can do as well. Resharpening Safety Razor Blades is a most profitable business. The Hatfield will help you pay your rent.

Buy a Hatfield and get in the game. Mr. Clerk, and make a week's salary in two days. 50,000,000,000 blades are made every year.

Razor Blades are here to stay.

The Hatfield sharpens Safety and Jack Razors, all makes—scissors—shears—knives—and other small edged tools perfectly.

Write for catalogue and full information.

HYFIELD MFG. CO.

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4-Blade Machine, \$175.00
6-Blade Machine, \$200.00
12-Blade Machine, \$250.00
18-Blade Machine, \$350.00
24-Blade Machine, \$450.00
The Hatfield Midget for Razors, Clippers, Scissors and 1 Safety Blade....\$60.00
Instalments if you like.

75% ——OF THE—— JOBBING TRADE

Are Handling the "UNIVERSAL" Line of Casters. **WHY?**

Because jobbers can depend upon its completeness to supply their every dealer demand.

Because quality, construction and material have created a large dealer demand.

Because the trade relies on our constant efforts at improvement to supply their everlasting needs.

Because our manufacturing facilities insure prompt shipments.

Our new Caster Catalog No. 110 H. W. is now on the press—the most comprehensive line of casters ever offered by any manufacturer. Write us for a copy.



These are the factory buildings of the Universal Caster & Foundry Co. They cover eight acres, located at Newark, N. J., U. S. A., and house an army of the best workers in the industry.



UNIVERSAL CASTER & FOUNDRY CO.

General Offices and Factories:

574-600 Ferry Street, Newark, New Jersey, U. S. A.

PACIFIC COAST REPRESENTATIVE EUGENE C. SAUL
Monadnock Bdg., San Francisco, Cal



*Have
You
the
Knack
of
Buying
?*

You may know a good deal about selling.—

Do you know as much about buying?

Can you tell a good reliable brand of Manila or Sisal Rope, from an inferior brand?

The Consumer who uses the rope you sell him cannot do so,—except after use. If it's a reputable, dependable brand the Consumer's experience is one of pleasant satisfaction.

This means continued patronage at your store.

If it's "just rope,"—a cheaper and inferior rope, you have a dissatisfied man, —who isn't your customer any more.

It pays to use common sense and discretion in rope buying. It pays to have your customer pleasantly satisfied,—by selling him Columbian Rope and Twines. Columbian is made in a Mill where high quality is considered the first essential necessary to our success.

Columbian in your store, means Customers through your door,—because Columbian "makes good" and satisfies the consumer.

This year let it be Columbian.

As a start,—suppose you send for our Catalog,—NOW.

COLUMBIAN ROPE COMPANY

The Cordage City, AUBURN, NEW YORK

Branches:
NEW YORK CHICAGO
BOSTON



A QUICK TURNOVER

"Enterprise" Food Choppers do not stay on your shelves long. They are easy to sell because the housewife has seen the "Enterprise" advertising in the magazines she reads and realizes that it is the most useful Food Chopper she can buy.

The "Enterprise" superior features make sales. The four knives offer wide utility; parts are double coated with block tin; the knives fit the face perfectly and give that shear or draw cut so much desired; and the ribs in the body run straight, so that the Chopper can easily be kept clean and sanitary at all times.

"ENTERPRISE" Food Choppers



(1) Fine



(2) Medium



(3) Coarse



(4) Nut Butter Cutter

(1) For Chopping Sausage and Mince Meat, Horse Radish, Hamburg Steak, Croquettes, Cocoanut, Stale Bread and Crackers for Crumbs, etc.

(2) For Chopping Scrap Meat for Poultry, Scrapple, Codfish, Corn for Fritters, etc.

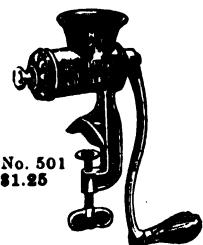
(3) For Chopping Hash, Hog's Head Cheese, Chicken and Lobster for Salads, Tripe, Vegetables of all kinds for Soups, etc.

(4) For making Butter from Nuts of an oily nature.

Tell your customers that no kitchen equipment is complete without an "Enterprise" Food Chopper. To buy an "Enterprise" is really an economy, and there is a big demand now for a dependable Food Chopper at a moderate price.

Display the "Enterprise" line. You can then successfully meet all competition and make a good profit.

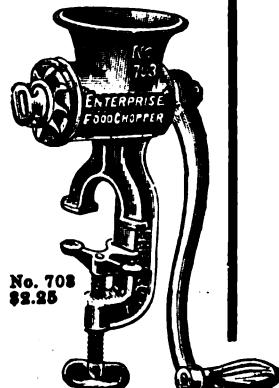
THE ENTERPRISE MFG. COMPANY OF PA., Philadelphia, U. S. A.

No. 501
\$1.25

Chops 2 lbs. of meat per minute. Weight 4 lbs.

No. 602
\$1.50

Chops 2 1/2 lbs. meat per minute. Weight 4 1/2 lbs.

No. 708
\$2.25

Chops 8 lbs. meat per minute. Weight 8 lbs.

A FEW REASONS WHY

**CLARK
JEWEL**

OIL STOVES

Will Increase Your Business

Clark Jewels—Save time and save oil.

Clark Jewels—Are all equipped with high speed oil saving burners short and close to the cooking top.

Clark Jewels—Create attention wherever displayed.

Clark Jewels—Have large capacity—strong construction—handsome finish.

Clark Jewels—Are made in many styles and sizes—finished in black or handsome olive green.

The Most Efficient Oil Stove Made



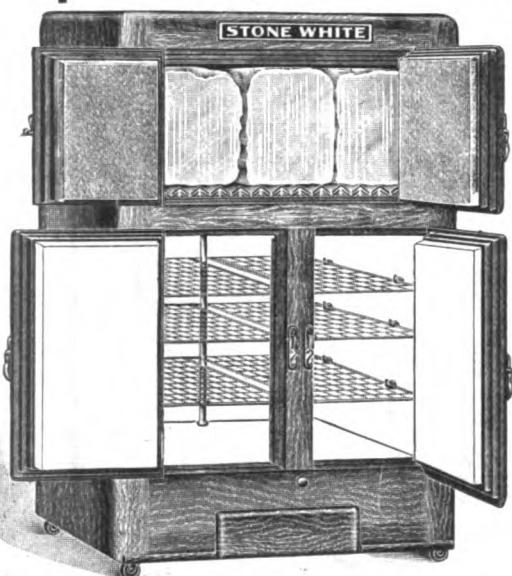
GEORGE M. CLARK & COMPANY

DIVISION AMERICAN STOVE COMPANY

CHICAGO

HOLBROOK, MERRILL & STETSON of San Francisco and Los Angeles are now Our Jobbing Agents for California

"White Mountain Refrigerators"



"The Chest With the Chill in It"

The "WHITE MOUNTAIN" refrigerator "In over a Million Homes," is an artistic and mechanical triumph—the master work of more than 40 years by the world's greatest refrigerator manufacturers. The refrigerating qualities of the "WHITE MOUNTAIN" cannot be surpassed. Made in over 200 styles and sizes, offering to the trade the most complete line of refrigerators in America.

Our perfect "STONE WHITE" REFRIGERATORS are the symbol of unyielding strength, absolute purity and the extreme in economy and convenience.

Catalogues and booklets showing over 200 different styles and sizes mailed promptly upon receipt of application.

Maine Manufacturing Company, Nashua, N. H. U. S. A.

THE W. F. BOARDMAN CO., 718 Mission Street, San Francisco, California, Pacific Coast Agents.



Beaver Ranges

Give equal results with either Wood or Coal.

Have every up-to-date feature demanded by the modern housewife included in their construction.

Have the famous Sheet Flue construction which heats the oven evenly on

Five Sides and gives perfect results in Baking and Roasting with a small amount of fuel.

The best line of Cast Ranges now on the market selling at low prices.

Our prices to you permit you to sell these Ranges at a good profit. Write today for our new Catalog showing the complete line of these popular Ranges.

Mangrum & Otter, Inc.
Distributors to the Trade San Francisco

Danville Stove & Mfg. Co.
DANVILLE, PENNSYLVANIA



Trade Mark

ROPE



Trade Mark

There is a satisfaction in purchasing and selling first-class cordage where it is known that each consumer will be entirely satisfied. To many consumers all rope is about the same, yet there is as much difference in cordage as there is in coffee, muslin or other articles in general use. Good Manila Rope can readily be distinguished by its bright manila color; being pliable; by observing that the yarns are evenly spun; the strands carefully laid together and after being wet it assumes its original form and elasticity.

Good Rope is the result of careful attention, not only to essentials, but to small details as well. CLOVER LEAF MANILA ROPE AND BINDER TWINE are products built up from years of experience. Rope making is a mechanical process established on carefully worked out mathematical lines. Following these methodically, together with strict attention to minor details, constitutes the rope maker's art. The best of fibers carelessly worked would not produce a good product, neither will poor fiber with the best of attention yield good results. It is the combination of good fiber and careful workmanship.

The CLOVER LEAF TRADE-MARK, when seen on coils and tags, means first-class cordage and dependable goods.

A sound financial manufacturing establishment is an asset to any community, state or nation when conducted along legitimate lines. With no alliances, but of steady, natural growth, the manufacturers of CLOVER LEAF BRANDS OF CORDAGE are considered one of the substantial institutions of the Northwest. Distributors of large pay-rolls, employers of satisfied labor, contributors to all legitimate enterprises that make for advancement, the patronage of consumers is backed with promise that full value will be given for each article used.

NORTHWEST PRODUCTS FOR NORTHWEST CONSUMERS.



Trade Mark

THE PORTLAND CORDAGE CO.

Portland, Ore.

FACTORIES

Seattle, Wash.



Trade Mark



Made in three sizes, 10, 14 and 22 quart.

A Sale Every Few Minutes

This selling record is possible, if dealers will point out the many good features and a few sane reasons WHY their customers should use an

Eagle Mop Wringer

and Bucket Combined for washing and mopping their floors. With its use, mopping is done in a healthy standing position—does away with wringing a dirty filthy mop by hand—Hot, Soapy or Lye water can be used, the hands do not come in contact with water. Floors quickly made immaculate with very little effort.



Show your customers an EAGLE MOP WRINGER—explain to them what a labor-saving device it is—Its Sanitary features, and A SALE IS POSSIBLE every few minutes.—The Pail is made of Cypress, "The Wood Eternal," will never rot. Endorsed by thousands of users and by the same number of Dealers.

The Eagle Woodenware Mfg. Co.

Hamilton, Ohio

Sole Manufacturers

Sectional View.

The Ontario Knife Company, Franklinville, N.Y.

WE SELL EXCLUSIVELY TO THE WHOLESALE TRADE

If you are a wholesale dealer and have not our catalog and prices, you should write for them at once



BUTCHER
SKINNING
STICKING
BONING
SHEATH
SLICING
CORN
SHOE

KNIVES

KITCHEN
CANNING
FISH
VEGETABLE
PUTTY
BEET
CLAM
TABLE

**Household Knives, Table Cutlery, Household Cleavers
Flesh Forks. Can Openers**



We manufacture the largest variety and the largest quantity of kitchen knives made by any one house in the world

ATLAS 10 Cent Fly Swatter

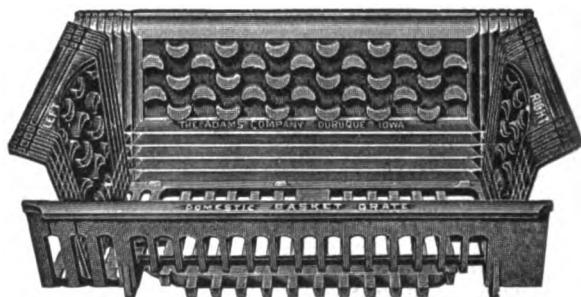
This swatter has an extra long handle — 10 inches. It is very neatly and securely bound with soft green felt—cannot mar the finest furniture. Especially adapted for parlor or drawing room use. We have made it extra strong and flexible—will outlast any now on the market.

Our 5 cent swatter is the best ever sold for a nickel. It has a triangular fold, permitting the insertion of your ad. if you desire.

Now is the time to place stock orders. We'll gladly quote prices and terms.

Atlas Mfg. Co.
NEW HAVEN, CONN.

HUGHSON & MERTON
Pacific Coast Agents
San Francisco Los Angeles
and Portland, Oregon



Spokane Stove Repair Works

Send us your orders for Firebacks, Grates, Centers, Covers, Waterfronts, Dampers, Knobs, Stove Putty, Stove Polish, etc.

Complete Line Always in Stock

JOBBERS AND WHOLESALERS OF REPAIRS
We make prompt shipments

Manufacturers and Jobbers for the Famous EMPIRE FRENCH STEEL PORTABLE RANGES for Hotels, Restaurants and Camps

912 First Ave., Phone Main 1790, Spokane, Wash.
SEND FOR ORDER BLANKS



You Will be Proud of Your Line of

Herrick Refrigerators

Every Herrick is high-grade but reasonable in price. You can guarantee all walls and doors Mineral Wool Packed. The cases solid golden oak. The system the most wonderful made in giving sanitary and efficient service in the homes of your customers. They talk of the service, advertising for you. Just show any customer the cleanable drainage of the HERRICK. They will want it.

You have in the Herrick a full line of many sizes and styles to meet the demand of your trade and we build specials also.

Outside Icing Herricks, Opal Lined, Enamel, etc. Today is the time to investigate this profit-producing Herrick.

If this Agency is open in your city, try for it now.

Address

HERRICK REFRIGERATOR CO
WATERLOO, IOWA

BRILLIANTSHINE

ABSOLUTELY THE BEST METAL POLISH
EXISTANT FOR CLEANING AND POLISHING

Any Article Made of



Brass

Copper

Gold

Silver

Zinc

Aluminum

German

Silver

BRILLIANTSHINE is best because it

1. Is applied easily with any soft cloth.
2. Acts quickly, removing tarnish, discoloration or stain in a jiffy.
3. Is not sticky or gummy, consequently wipes dry easily.
4. Leaves a wonderfully beautiful, natural lustre that lasts.

Brilliantshine does not scratch, eat or wear the metal and may be used with perfect confidence on the finest finishings or trimmings. Brilliantshine is absolutely non-injurious to the metal, hands or surfaces it may come in contact with.

E. W. BENNETT & CO., San Francisco
2000 16th STREET

"Pflueger - Lewis" Interchangeable Spinner

Six Great Killers
with Twenty-four
Interchangeable
Combinations

Patented May 27
1913
The Latest for All
Game Fish



Actual size of easel display card, 8 1/2 x 6 1/2

It is a generally accepted fact that all Game Fish are notional. In some waters they will take a certain spoon and in other waters just across the way they will favor another, and again even in the same waters; season of the year, condition of the water, time of day and other causes will affect their tastes, hence with the "Pflueger-Lewis" Interchangeable Combination Set you are prepared to meet any and all conditions promptly and conveniently.

No. 1620—"PFLUEGER-LEWIS" Interchangeable Spinner. List price, \$9.00 per dozen sets. Retail price, \$1.00 per set.

Packed—One complete set on a Fancy Easel Display Card—one card in a box and six boxes in a package.

Our Regular Discounts Will Apply. Write for sample and Catalog, etc.

THE ENTERPRISE MFG. CO., DEPT. 51, AKRON, OHIO.
Successors to the American Fish Hook Co. Established 1864

LUFKIN

**MEASURING TAPES
SPRING JOINT, BOXWOOD AND STEEL RULES**

Afford dealers who handle them **SATISFACTION** in every sense of the word.
READY SALES — PLEASED CUSTOMERS — AND A GOOD MARGIN ALWAYS

The goods and the service are right. Our line is complete. Years of dependable service have popularized the name and established the market.

STOCKED BY ALL JOBBERS **THE LUFKIN RULE CO.** SAGINAW, MICH.
Send for Catalogue New York Windsor, Ont.

"Forstner" Brace and Machine Bits

For Fine Carpenter, Cabinet and Pattern Work



It is preferable and more expeditious than chisel, gouge, scroll-saw, or lathe tool combined, for core-boxes, fine and delicate patterns, veneers, screen work, scalloping, fancy scroll twist columns, newels, ribbon moulding and mortising, etc.

Manufactured by THE PROGRESSIVE MFG. CO., Dept. "A," Torrington, Conn.
Enquire of your Hardware Dealers or write us direct.

Supplied in Sets.

Write for Catalogue.

333—WAYS OF GETTING TRADE—333

"SALES PLANS"

A collection of three hundred and thirty-three successful plans that have been used by retail merchants to get more business

This Book is $6\frac{1}{2}$ x 9 inches in size, contains 282 pages, printed on best paper and fully illustrated with reproductions of advertisements, circulars, posters, letters, etc.

Substantially Bound in Cloth
Price, Including Hardware
World, One Year . . . \$3.00

Shipped anywhere, charges prepaid, upon receipt of price

Boatmen's Bank Building
Broadway and Olive
St. Louis, Mo.

P. O. Box 1600
Los Angeles, Cal.

514-518 Phelan Bldg.
San Francisco

ADDRESS NEAREST BUSINESS OFFICE

805 Northwestern Bank Bldg.
PORTLAND, ORE.

P. O. Box 1615
Spokane, Wash.

730 Eleventh Ave.
Helena, Mont.



CONTENTS

- Special Sales
- Selling by Mail
- Expositions
- Getting Holiday Business
- Christmas Schemes
- Co-Operative Advertising
- Store Papers
- Souvenirs and Premiums
- Getting Trade Through Children
- Money Making Ideas
- Contests
- Needlework Contests
- Voting Contests
- Guessing Contests
- Package Sales
- Sensational Advertising

507 Pioneer Bldg.

Seattle, Wash.

220-225 Pacific Bldg.

211-215 Scott Bldg.

Salt Lake City, Utah

Vancouver, B. C.

PERFECTION FLOOR OILER

Profitable to use as well as sell.
Does its work perfectly with the least amount of oil used.
Indispensable to the Janitor and Housekeeper where wood floors are used.
Eliminates use of old-fashioned mops and cloths which waste oil and mars
base-boards, walls, show cases, counters, etc.

WILL SAVE ITS COST IN OIL ECONOMY

Great money-making possibilities of Perfection Floor Oiler, Perfection Floor Pad (for polishing hardwood floors). Will sell themselves.

PERFECTION OILER COMPANY 404 Hume - Mansur Building
INDIANAPOLIS, INDIANA

The Automatic
Eight Day Alarm Clock



Runs and Alarms 8 Days With One Winding

Read this significant letter!

One of the largest distributors in the Northwest, a man who feels the pulse of his market, writes us as follows: "The trade are beginning to drift along to the 8-day movement, and we think it is a question of time only before the greater part of the alarm clock business will be 8-Day Automatic, regardless of price." Are you on top of the wave or bucking the tide of public demand?

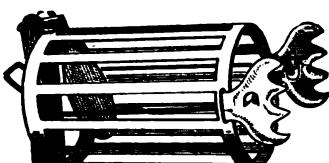
MORGAN & ALLEN CO., 150 POST ST., SAN FRANCISCO

BURNT IVORY BRAND Second Growth Hickory Handles

Special attention given orders for
hand made Axe,
Pick, Sledge and
Hammer Handles.
**IVORY HANDLE
COMPANY,**
Hope, Arkansas

Nº30.

IVORY HANDLE CO.



CHUBBUCK'S IDEAL GOPHER TRAP

The Trap That Put the Go in Gopher.

The farmer who buys one or more comes back for another lot—he throws his cheap things away. The Ideal catches either large or small pest. It's the Trap that is advertised in the agricultural papers. Every sale shows a good profit for the dealer. Get your orders in now. Write for circulars and quotations.

E. J. CHUBBUCK CO., DEPT. 3, 731 Market St., San Francisco



EASY TO GET RID OF THE POCKET
GOPHER WITH THE

O. K. GOPHER TRAP

SURE TO CATCH & SURE TO HOLD

Manufactured by

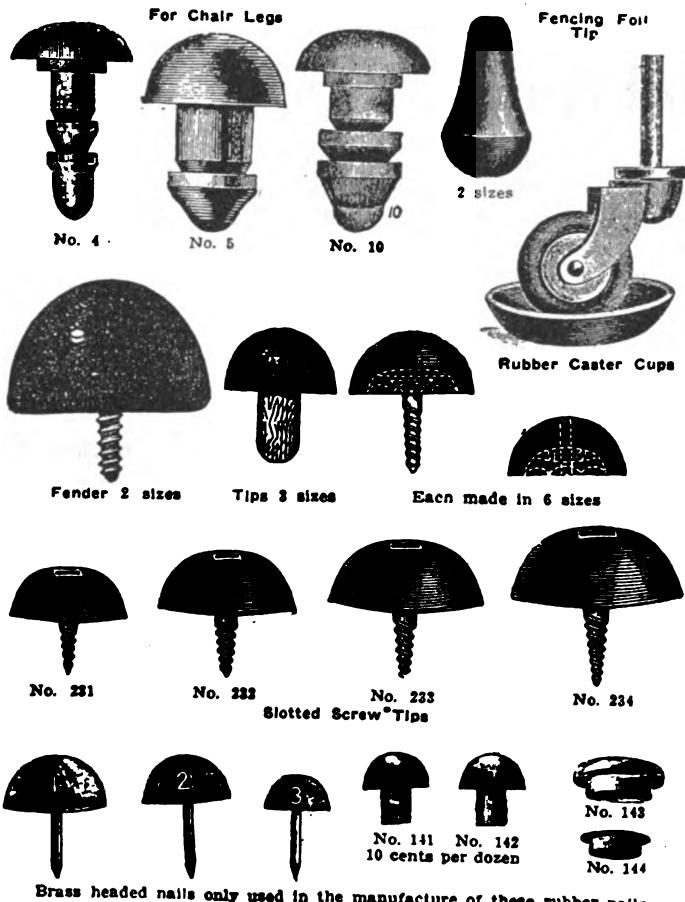
The Abingdon Trap Co.
ABINGDON, ILLINOIS, U. S. A.

FOR SALE BY LEADING JOBBERS
THROUGHOUT THE WEST



Some High Grade Standard Rubber Tips and Bumpers

That ought to be in your stock

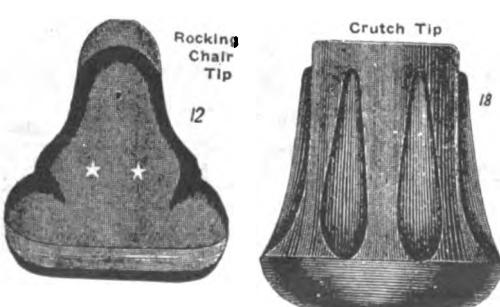


Rubber Tips and Bumpers are in big demand these days—people are beginning to realize the great advantages of their use.

But all tips are not good tips—and a bad tip prevents further sales—further business.

It is up to you, to stock the best and most varied line. Inspect some of the illustrations—there's a tip in our line for every practical tip purpose. You had better investigate—for the sake of good business.

Write today—ask for catalog, prices and terms.



**THE ELASTIC
TIP COMPANY**
370 Atlantic Avenue.
Boston, Mass., U.S.A.



MADE IN OHIO, U. S. A.

ALUMINUM “Real Solid”

ANNOUNCEMENT

The “REAL SOLID” LINE has been for 20 years, the Strong, well known, dependable Aluminum line of Kitchen Utensils.

Our Policy is and has been to give the dealer goods of such quality that assures him not only his PROFIT, but the housewife's continued patronage. We have now added

A New Line of “REAL SOLID WARE”

This is a Heavy Drawn line STAMPED from heavy tempered Sheets, which is far superior, in many ways, especially in Rigidity and Durability.

We have eliminated unnecessary expense of CAST ALUMINUM HANDLES, etc., and are putting MORE METAL into the BODY of our UTENSILS.

TRIMMINGS—Tinned Iron, using Double Coated Tinned Iron—The best on the market. PROTECTED HANDLES—All Coffee and Tea Pots with handles, both curved and straight—bottom of handle is protected with Metal Trimmings, so that it will be impossible for flames to creep up over bottom and burn off handle.

OUTSIDE FINISH—The same HIGH CLASS polish as heretofore.

INSIDE FINISH—Scratch Finish Superior because it does not show finger prints from handling or dirt, which may accumulate while on dealers' Shelves.

We have added 25 New Items, all practical. This makes the “REAL SOLID” Line the most complete on the market.

Write Today and get our New 1915 Catalog just off the Press.

The Buckeye Aluminum Company
WOOSTER, OHIO

We will tell 16 million homes about DOMES OF SILENCE in 1916, and will supply our dealers with Free circulars, Display Signs and Attractive Display Cabinet.



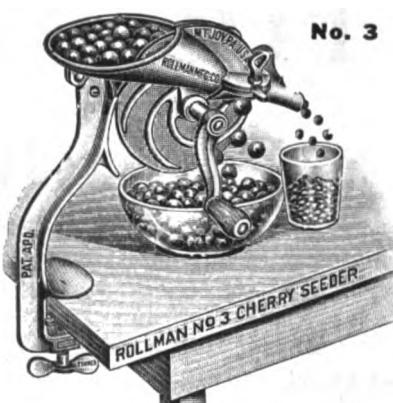
MAKE YOUR FURNITURE GLIDE
Save rugs, carpets, floors and your furniture
Look for Name on Inside of Each Caster

We manufacture all grades of Sliding Casters correct shape and quality guaranteed.



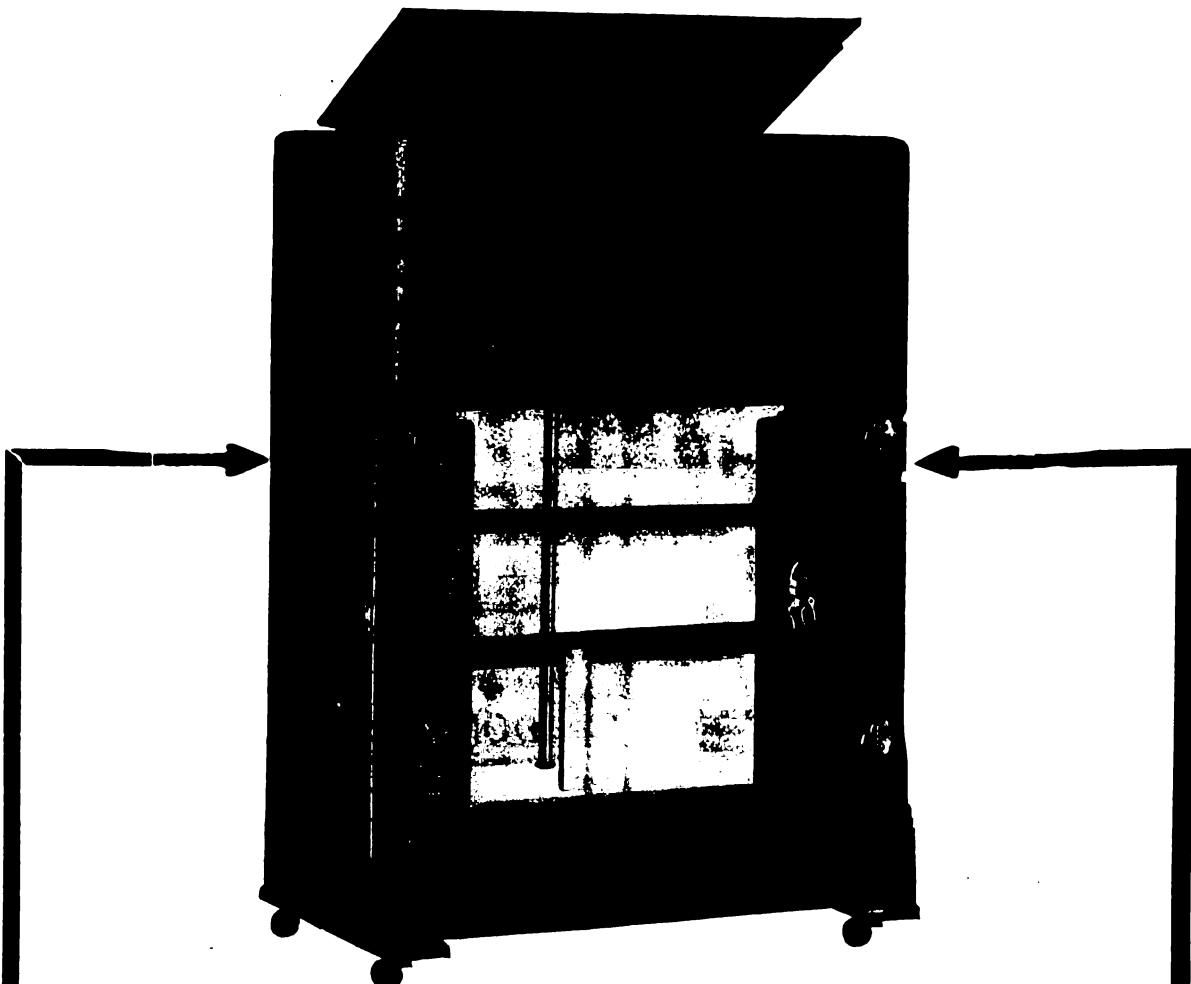
DOMES OF SILENCE CO.
17 STATE STREET, NEW YORK

ROLLMAN Cherry Seeder



THE PERFECT CHERRY SEEDER
Three styles—Ask for complete Catalog.

Rollman Manufacturing Co.
MOUNT JOY, PA. - - - - U. S. A.



THE MONARCH

(Trade Mark Reg. U. S. Pat. Office)

REFRIGERATORS

Made in Zinc, White Enamel Porcelain and Seamless Porcelain Lined. Handsome, Strongly-made, Up-to-date Refrigerators at prices which net you a good profit.

Ash and Oak Cases. Strong, removable Air Flues. Removable Waste Pipe and Trap. Retinned Wire Shelves, bright as silver. Strong Hardware in Roman gold and nickel plate. Good Casters.

An old established line—on the market 25 years. Has always been a good seller in large and small stores, because it looks right and is reliable—there are no come-backs.

"It's the Frigid 'Frigerator"—the "Box that's on the Boom"

Large Stock Carried in Los Angeles

UNION HARDWARE & METAL CO.

Distributors for California, Arizona and Nevada. LOS ANGELES, CALIFORNIA

“Wear-Ever”

Aluminum Ware

WEAR-EVER



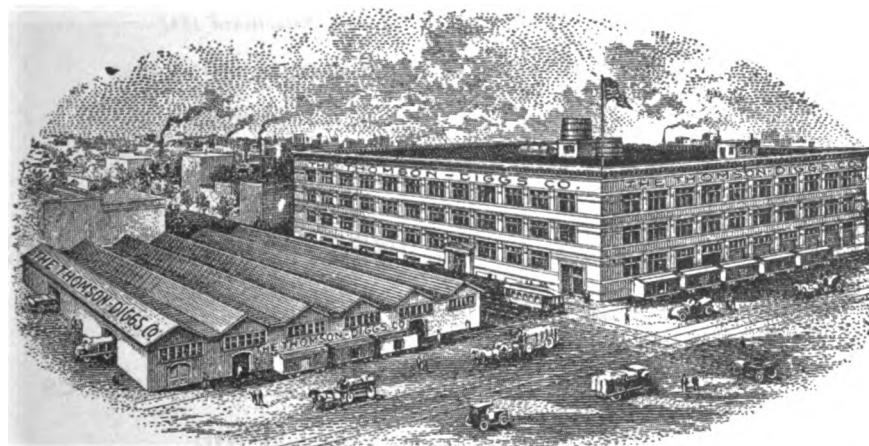
TRADE MARK

The Aluminum Cooking Utensil Co.
522 Irving St., Portland, Ore.

Warehouses: Portland, Ore., New Kensington, Pa.,
East St. Louis, Ill.
Branch Office in Principal Cities

THERE ARE MANY REASONS

For the Continued and Increased Growth of Our Trade



The House of Fair and Square Dealing—Ask Our Customers

EVERYTHING IN HARDWARE, IRON, PIPE AND HOUSE-HOLD UTENSILS, SPORTING GOODS AND CUTLERY

THE THOMSON-DIGGS COMPANY, SACRAMENTO, CAL.

**PIONEER HARDWARE DEALERS OF THE STATE
OF WASHINGTON**

FORTY - SEVEN YEARS OF CONTINUOUS SUCCESSFUL
HARDWARE MERCHANDISING

"GOOD SERVICE"



DISTRIBUTING ALL LINES OF GENERAL HARDWARE, SPORTING GOOD
AND KINDRED LINES

THROUGH THE DEALER

SCHWABACHER HARDWARE CO.

BEST POSSIBLE SERVICE MAIL ORDERS ALWAYS SHIPPED PROMPTLY SEATTLE, WASHINGTON

Largest Jobbers

IN THE ENTIRE WEST
OF ALL KINDS OF

**Hardware, Harness, Saddles
Sporting Goods, Tools
& Heavy Hardware**

**MINING SUPPLIES AND
MACHINERY**

IRRIGATION EQUIPMENT

SEND for 2700 PAGE CATALOG
A most complete Hardware
Encyclopedia.

300 Employees 25 Traveling Salesmen

The Salt Lake Hardware Co.

Capital \$1,500,000.00; SALT LAKE CITY

**A. M. Holter Hard-
ware Company**

Established 1867

HELENA, MONTANA

WHOLESALE

Hardware, Sporting Goods

**Ammunition
Blacksmiths' Supplies
Pipe
and Fittings**

Mill and Mine Supplies

Lalance & Grosjean Mfg. Co.

Manufacturers of the Celebrated Lines of

Agate (Nickel-Steel) Ware

El-an-Ge Enameled Ware

and

Pearl-Agate

Turquoise Enameled Ware

New York

Chicago

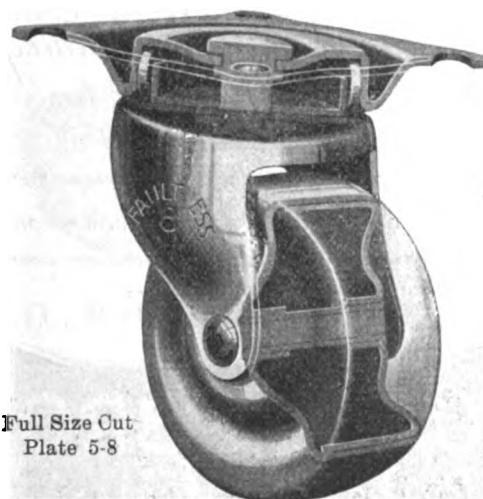
Boston

San Francisco

Have You Received Your Sample of

The New Faultless Plate Caster?

Not complicated,
but
SIMPLE,
Yet neat in
design and
DURABLE



Full Size Cut
Plate 5-8

Packed one set in
a box with a neat
label on one end,
for
YOUR
convenience

MANUFACTURED BY

The Faultless Caster Company

- - - Evansville, Indiana



1915

1847

The reputation for durability that attaches to 1847 ROGERS BROS. silver plate is the supreme consideration in the judging of quality. Patterns to meet every taste and requirement of furnishing.

Sold by leading dealers. Send for illustrated catalogue "K-20"

INTERNATIONAL SILVER COMPANY - MERIDEN, CONN.

Successor to Meriden Britannia Co.

NEW YORK

SAN FRANCISCO

CHICAGO

HAMILTON, CANADA

*The World's Largest Makers
of Sterling Silver and Plate*

1847 ROGERS BROS.

"Silver Plate that Wears"

Old Colony Pattern

One of a series of advertisements to appear this Spring in leading Magazines and Woman's publications. Write for large reproduction in colors for your windows.

Genuine "Acme" Fry Pans and Spiders

Cost no more than imitation or inferior articles

But they Build Up Your Trade and Satisfy Your Customers

Insist on the

Genuine Acme

if you want ware of uniform and highest quality

Examine
Samples of
This Ware
and prove it
for yourselves



Sold by all
First-Class Jobbers
throughout the West

ORDER THROUGH THEM

WM. P. HORN CO., PACIFIC COAST REPRESENTATIVES

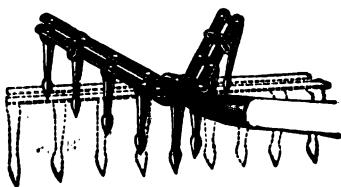
LOS ANGELES

RIALTO BLDG., SAN FRANCISCO, CAL.

PORLAND

New York Stamping Company

BROOKLYN, NEW YORK



PULL-EASY

Adjustable
**GARDEN
CULTIVATOR**

The beauty of this new Hand Cultivator is its Adjustability, allowing its working width to be varied from 7 to 18".

For sale by most jobbers. Write for prices.

The Pull-Easy Mfg. Co.
502 Barstow Street,
WAUKESHA, WISCONSIN.

The Parker Line of **Wire Goods**

ARE KNOWN ALL OVER THE UNITED STATES

They are Standard,
Well Finished, Well Packed
and Sharp Threads

TRY US WITH YOUR NEXT ORDER

Parker Wire Goods Co.
Worcester, Mass.



Represented by

OMER COX
625 New Call Building,
San Francisco, Cal.



COLDWELL HORSE MOWERS

WITH DEMOUNTABLE
CUTTERS

Write for catalogue, describing Coldwell Motor Mowers, both "Ride" and "Walk" types; the "Threesome," three mowers drawn by one horse, and Hand Mowers in more than 150 different styles and sizes.

COLDWELL LAWN MOWER COMPANY
NEWBURGH, NEW YORK

Branch: 62 East Lake Street Chicago

"Easy Emptying" Grass Catchers

"Favorably known
the world over"
now made with

Re-Inforced
Non-Slipping
Bottom

Rigid Light
Durable

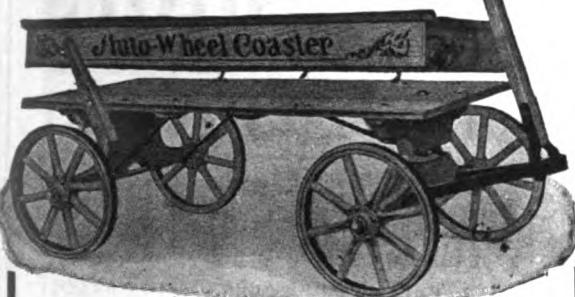
Many exclusive
patented features
and strong selling
points explained in
Catalog No. 14.

Write for it



Some of Our Pacific Coast Jobbers
California Hdw. Co. Pacific Hdw. & Steel Co.
Palling-McCalmian Co. The Schw-Batcher Co.
Hoseyman Hdw. Co. Schwabacher Hdw. Co.
Kelley-Mason Hdw. Co. Seattle Hardware Co.
Marshall-Wells Hdw. Co. The Thomson-Diggs
Co. Dunham, Carrigan & Hayden Co.

The Specialty Mfg. Co.
St. Paul, Minn., U. S. A.

Make Double-Quick Sales**On These Coasters****Without effort or expense on your part**

ONE MILLION Boys—Every Month
are reading in the best National Magazines about our Coasters; their superior strength and beauty, and their **speed**. The results are actually immense—these coasters are the quickest sellers in our experience.

Our Special Proposition to You

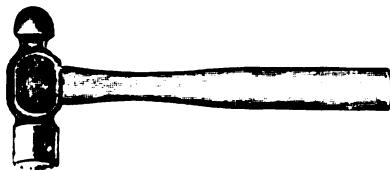
Costs you not a cent—requires no amount of work on your part. And helps you sell five, ten or more coasters at a time, instead of one!

Full details of this new, money-making plan which we devised for the benefit of our dealer friends, you will find in our **Special Dealers' Folder**. Write for it today without fail.

Get our Counter and Window Displays—and other live selling matter. Together we'll start things humming **quick**. So just jot your name and address down on a postal and mail it NOW.

BUFFALO SLED COMPANY

Dept. A North Tonawanda, N. Y.

The Bridgeport Hdw. Mfg. Corp.
Bridgeport, Conn.**THE NO. 18
AUTO HAMMER**

Head made of high-grade, drop forged steel properly hardened. Polished plain and face.

Tough, hardwood handle.

Total weight 15 oz. Length over all 11".

Packed $\frac{1}{4}$ doz. in box, 10 doz. in case, wt. 150 lbs.

Just right in size and weight for auto repair work—and the price makes it a quickeseller.

RETAILS FOR TWENTY-FIVE CENTS.

C. W. GAUSE CO., Western Sales Agents
693 Mission St.

SAN FRANCISCO, CAL.

**You Ought to Supply This Demand
The Pineapple Season is Here Again**

Yawman and Universal Eyes

the best on the market, carry a good margin of profit for the merchant.

Need only to be displayed to make sales.



Note these prices.

**Universal Eyes only..... \$6.50 per gross
Yawman Eyes only..... \$16.50 per gross**

Retails at 10c and 25c respectively.

If your Jobber cannot furnish you write direct to us.

Manufactured by

Yawman Specialty Company

16-17 Elser Terr. ROCHESTER, N. Y.

**KLEIN
PLIERS**

Look at this
Variety!

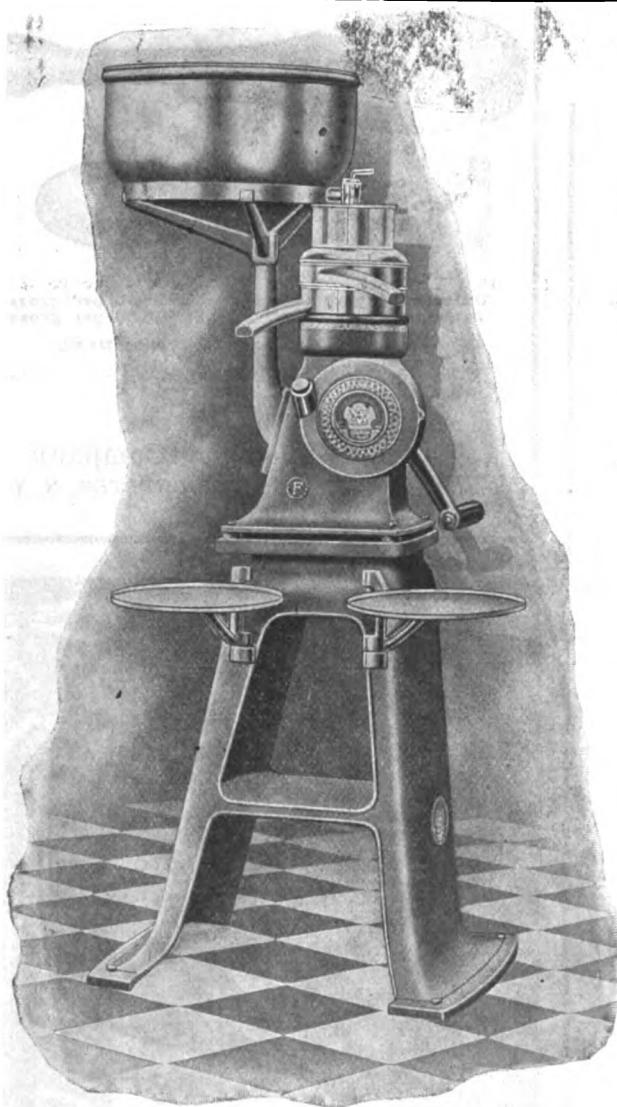
Literally a plier for every need. The demand is established. The quality is unquestioned. The profits are generous. The sales helps are at your command.

**Write for Catalog
NOW**

**Mathias Klein & Sons,
Mfrs.,
Canal Stn. 122, Chicago**

Vega Cream Separators

The Biggest Value Ever Offered



Your failure to investigate the VEGA SEPARATOR would be an injustice to your trade.

Your regular customers expect you to furnish them more for their money than they can get elsewhere, and when you are unable to do this, you cannot hope to hold their trade.

The success of your business, after all, very largely depends upon your ability to meet all competition on a quality and price basis.

When you sell VEGA SEPARATORS you will be surprised at the following three facts—

First—The steady increase in your separator trade, due to the many satisfied customers.

Second—Your low selling expense due to VEGA SEPARATOR quality eliminating practically all troubles.

Third—The total amount of profit on your year's sales.

VEGA SEPARATORS sell for less money than any other, as well designed and built or as well inspected and tried out.

Large in Capacity	Low in Price	
Style	Capacity per hour	Price Less Stand
Vega E	— 150 lbs. Capacity, each	\$ 22.00
Vega K1	— 200 "	" 25.00
Vega F	— 300 "	" 30.00
Vega G	— 450 "	" 40.00
Vega L	— 600 "	" 50.00
Vega M	— 900 "	" 65.00
Vega R	— 1250 "	" 100.00
Vega 5	— 1250 "	" 110.00

We want to appoint and establish agencies with live and progressive dealers. We are willing to grant them exclusive territory, liberal discounts and to back them up by means of introductory work, advertising and selling campaigns, etc.

DON'T DELAY—WRITE US AT ONCE

BAKER & HAMILTON Coast Agents

433 BRANNAN STREET

SAN FRANCISCO, CAL.

Money Enough to Run a Business

Spend \$1.00

for Hardware from a Local Jobber. Sell it for \$1.20. Do this 12 times a year. How much money have you made, having only \$1.00 invested?

These figures are used only to show one opportunity given to retail merchants by Local Jobbers.

Strevell Paterson Hardware Co.

Exclusive Hardware Jobbers

SALT LAKE CITY,

UTAH

The Schaw-Batcher Co.

SACRAMENTO, CAL.

WHOLESALE

HARDWARE

Pipe and Fittings

Canton Steel

Ammunition

Sporting Goods

Blacksmith Supplies

Sargent & Co.

Builders' Hardware

Mill and Mining

Supplies



SAYS THE PROGRESSIVE HARDWARE DEALER selling

"NORCROSS" Cultivator-Hoes

the Modern Tools for Garden and Flowers. Made in 8 sizes, 5-prong, 8-prong, Midget. Price—little more than the common hoe.

Quality—the very best.

The "Norcross" is positively superior to Imitations, and has special Pat'd features of value.

HON. LUTHER BURBANK says: *The Norcross is a wonderful implement. I have a dozen or more of them in use on my own estate and consider them the best of their kind.*

Mr. Dealer: The merits of this type of implement is established—and if you appreciate fine QUALITY—specify "NORCROSS."



Sold by Jobbers from Coast to Coast. Get our 16-page catalog. A Postal will bring it.

C. S. NORCROSS & SONS, Mfrs.
BUSHNELL, ILL., U. S. A.

GLASS CUTTERS

FOR CUTTING

STRAIGHT, CIRCLE AND TUBES
MANUFACTURED BY

THE FLETCHER, TERRY CO., Forestville, Conn.

New York Office, J. PALMER WHITE, 102 Chambers Street



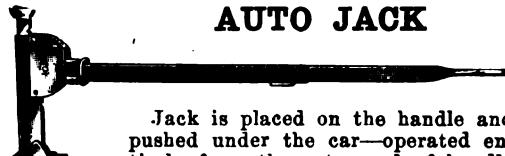
THE PACKHAM
Pipe and Rim Crimper.

Crimps close up to a shoulder. Especially adapted for Cornice work. Made by

THE PACKHAM CRIMPER COMPANY
Mechanicsburg, Ohio.

If your Jobber does not carry it, write us.

LANE'S "HANDLE CONTROL" AUTO JACK



Jack is placed on the handle and pushed under the car—operated entirely from the outer end of handle—and pulled out again after using without any necessity for getting under car or in contact with any dirt or grease.

Ask Any Supply Dealer.

LANE BROTHERS COMPANY
POUGHKEEPSIE, N. Y.

PREPAREDNESS



Applies quite as aptly to the fly trap business as it does to the war question.

In order to fill your fly trap orders get

The AVIS SANITARY FLY TRAP

From any of these jobbers. It will end your troubles.



**THE FLY TRAP
WITH
A REPUTATION**

Seattle Hardware Co., Seattle, Wash.

Marshall-Wells Hdw. Co.,
Portland, Ore.

Pacific Hdw. & Steel Co.,
San Francisco, Cal.

California Hdw. Co.

Union Hdw. & Metal Co.
Holbrook, Merrill & Stetson

Harper & Reynolds Co.

Abbott Hdw. Co.,
Los Angeles, Calif.

**MANUFACTURED BY
A. B. AVIS
POMONA CALIF.**

Established 1902

Pacific Mercantile Agency Co.

(Starkweather's Commercial Reports)

1014-1015 Claus Spreckels Bldg., San Francisco, Cal.

Reporting Stations, Seattle, Portland, Los Angeles,
and throughout the U. S.

Publishers of the BOOK OF RATINGS,
embracing the commercial names and
ratings of the twelve states of the Pacific Slope. Also the CREDIT INFOR-
MATION SHEET. These publications are
in general use by wholesalers through-
out the United States.

CONFIDENTIAL SPECIAL REPORTS,
upon the worth and responsibility of
Mercantile and Private persons.

A Mercantile Agency Service of the First Class

Rates \$35 to \$500 per annum.
Write for References.

Hotel Alexandria

Fireproof

5th and Spring Streets
LOS ANGELES. CAL.

700 Magnificent Rooms

TARIFF

	For ONE	For TWO
100 Rooms, Toilet & Lavatory	\$2.00	\$2.00 and \$3.50
100 Rooms, with Bath	2.50	\$4.00
200 Rooms, with Bath	3.00	4.00 and 5.00
100 Rooms, with Bath	4.00	5.00 and 6.00
100 Rooms, with Bath	5.00	6.00 and 7.00

100 Rooms with Bath, En Suite, on which
Special Rates will be made

Special Discount for Parties by the Month

VAN DOREN

HIGH GRADE STEEL FISHING RODS
THE GOOD KIND



Made from the finest material obtainable, and every Rod is guaranteed

BETTER GET OUR PRICES

We offer the greatest values of any Manufacturer of Steel Fishing Rods in America. We can make immediate delivery of all orders.

Richardson Ball-Bearing Skate Company

Write for new catalog

154-160 E. Erie Street, CHICAGO, ILLINOIS

We Make High Grade Roller Skates, Too




Hoffman Bell Brand Butchers' Steels

"KNOWN WHEREVER STEELS ARE USED"

MANUFACTURERS OF

BUTCHERS' TABLE STEELS

Pacific Coast and Western Distributors

Union Hdw. & Metal Co., Los Angeles, Cal.
Pacific Hdw. & Steel Co., San Francisco, Cal.
Dunham, Carrigan & Hayden Co., San Francisco, Cal.
Harper & Reynolds Co., Los Angeles, Cal.
Nash Hdw. Co., Ft. Worth, Texas.

C. & A. HOFFMAN

FRANKFORD, PHILA., PA.

Established 1879

W. H. Richardson & Co., Austin, Texas.

Witte Hdw. Co., St. Louis, Mo.



Time to Order FREEZERS

They are always in season. LIGHTNING, GEM and BLIZZARD make constant customers for dealers, by service that satisfies. Either of these styles in your window is an index to your business and creates confidence that means increasing trade of the highest quality.

The Blizzard being a single action Freezer is cheaper in price and sells well with either the Lightning or the Gem. Let us send you free some attractive window show cards and hangers, or lectros for local advertising. Mention the styles you are handling.

Your Jobber Can Supply You

NORTH BROS. MFG. CO., Philadelphia, Pa.





A Complete 10 Cent Paint Department 360 Cans, 29 Colors

You can stock this Assortment of 360 10 Cent cans of DI-MEL-INE for \$28.52 at New York, \$25.20 at Kansas City, \$27.00 at Oakland, Cal. The retail value is \$36.00 and it is big value at 10 cents a can for all colors. DI-MEL-INE is just what you need to meet five-and-ten store competition. It is made for your Ten Cent Counter—10 cent cans only; no larger sizes—the DIME line.

Get Ready for "Clean-Up and Paint-Up"

There's some trade on 10 Cent Household Paint Specialties being done in your town. Are you getting your share of it? This is your opportunity. For about \$25.00 you can put in a complete, compact variety of Paints, Stains and Enamels in handy cans at the popular 10 cent limit. The assortment is made up only of quick, steady sellers and good repeaters—no dead stock. You turn your money often. That's where the profit comes in.



1916 Spring Assortment

10 Doz.	Prepared Paint, 10 colors, assorted.
6 "	Varnish Stain, 6 colors, assorted.
4 "	Screen Enamel, 2 doz. ea. Black, Green.
2 "	Stovepipe Enamel, Iron Black.
1 "	Furniture Varnish. (Above in Full HALF-PINT Cans)
5 "	Enamel Paint, 2 dz. White, $\frac{1}{2}$ dz. ea. 6 colors. (Full QUARTER-PINT Cans)
1 "	Gold Paint (Full EIGHTH-PINT Cans).
1 "	Aluminum Paint (Full EIGHTH-PINT Cans).

30 Doz. (360 10 Cent cans, 29 Colors).

A Western Hardware Merchant's Experience*

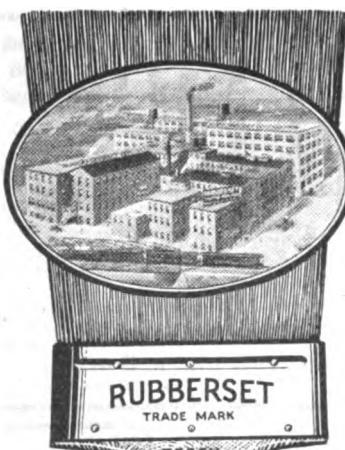
"We put in a stock of DI-MEL-INE in a full assortment of colors about 10 months ago. It has been the best selling paint specialty we ever had. Our stock is clean; we accumulate no old, dead or undesirable stock and they have no unsalable numbers. We have opened a can and tried the quality, and, from the best of our knowledge, we cannot see any difference between it and higher priced paint. We are sure that if you will put it in that you will like the line and that it will prove to be a ready selling line with you, and we believe you will turn your stock quicker than with any other line of small paint you might put in." Name on request. Write for interesting booklet, "The Five and Ten Trade in Hardware," also color card, sample can and full details of Assortment.

MONTAUK PAINT Mfg. Co.

173-181 Second Avenue - BROOKLYN-NEW YORK

DISTRIBUTORS:

(Assortments and open stock in warehouse.)
Townley Metal & Hardware Co., Kansas City, Mo.
Pacific Wooden Ware & Paper Co., Oakland, Cal.



RUBBERSET PAINT BRUSHES

RUBBERSET COMPANY

R. & G. H. T. Co., Proprietors
Factories, Newark, N. J. Pacific
Coast Branch, 682 Mission Street,
San Francisco, Cal.—Full Toilet
Line Carried at San Francisco
Branch. Write for Prices, Catalog,
Etc., on Shaving and Paint Brushes

1852-1916

American Seal Paints and Paint Specialties

Have been right for sixty-four years'

Our 1916 dealers' proposition is now ready.
Write for details

The William Connors
Paint Mfg. Company

TROY, N. Y.





X-Ray view showing the UNIVERSAL Method of percolation, the Patented Pumping Device and Spreader Plate. Note how evenly the water is distributed over all of the coffee.

By this method all of the healthful, flavor-producing elements of the coffee are extracted before the water boils.

UNIVERSAL Coffee Percolators

circulate the water through the coffee six to ten times more than any other make, extracting every bit of flavor and aroma from the coffee berry and making the most delicious beverage imaginable. By the UNIVERSAL Process the water starts circulating through the coffee as soon as heat is applied to the percolator, and before the boiling point is reached percolation is completed and the coffee is ready to serve.

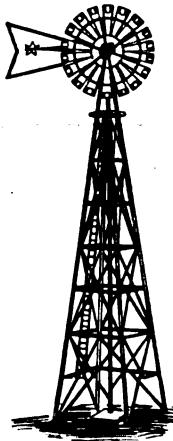
UNIVERSAL Percolators are made in various designs and sizes in Aluminum, Porcelain Enamel, Copper polished or with nickel or silver-plated finish. Prices to suit every purchaser.

UNIVERSAL

LANDERS, FRARY & CLARK
NEW BRITAIN, CONN.

UNIVERSAL

Pacific Coast Office, 150 Post Street, San Francisco, California.



WATER 3 WAYS

"Star" Windmill

The "Star" Windmill is big, powerful, quiet running and low priced. It will give more and better service than any other. It is made by one of the oldest manufacturers of windmills in the U. S. The first machine to have the double piton features.

Two Cranks Instead of One

Has powerful direct centre lift. Will take advantage of any wind from a slight breeze to a severe storm. An automatic governor keeps it pumping steadily and without jarring and from being blown out of gear by severe winds. Fully guaranteed.

Write for Free Interesting Literature

Leader Water System

Have water under pressure when and where you want it by simply turning a faucet. Having a supply of running water at instant command means more than the comfort it brings and the time and money it saves. It means protection against fire and an added value to your property.

Fully Guaranteed and Easily Operated

There is nothing complicated about a Leader Water System. It will give you pure, cool water whenever you want it, either for bathing, drinking or washing purposes, for feeding stock, for watering lawn or for fighting fire. A Leader Water System means an added value to your property.

Free Literature Upon Request

Fuller & Johnson Type "N" Gasoline Engines

Here is an engine that is different from most engines. It has a world-wide reputation for quality. It combines the good points of high price engines in design, materials and workmanship—all the latest improvements—yet sells for a surprisingly low price. Has few parts, is easy to start and run.

Runs Everything

Will run windmill pump, irrigation pump, alfalfa cutter, cream separator, churn, electric dynamo, washing machine—anything that requires power. Portable—take it wherever wanted.

Send for Free Literature

PACIFIC HARDWARE & STEEL COMPANY
Pacific Coast Distributors SAN FRANCISCO, CAL.



Hardware World

Plumbing & Heating

St. Louis, San Francisco, Spokane, Seattle, PORTLAND, Salt Lake, Los Angeles, Helena, Chicago
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Volume XI

APRIL :: 1916

Number 4

THE WORLD IS THE OFFICIAL ORGAN OF THE WESTERN ASSOCIATIONS



IMPORTANCE OF WINDOW DISPLAYS.

At recent hardware convention a number of retail merchants expressed their views as believing that the best advertising that the dealer could use was his window displays, especially if he was located in one of the larger towns and relied chiefly upon his local trade.

There is no denying the fact that by far the greater per cent of retail merchants are overlooking this vital part of publicity in giving so little attention to their displays. Go into any large city and note the great care that is used by the larger stores; as a matter of fact rents are based on window display space available. If it is necessary for the larger stores to pay so much attention to their window displays, how much more important is it for the smaller merchants.

In these days when manufacturers are so willing to extend their co-operation there is little or no excuse for such neglect.

A splendid illustration of this is furnished by Landers, Frary & Clark, New Britain, Conn. Here is the display of McAuslan & Wakelin Co., Holyoke, Mass., trimmed by Henry A. Remillard, which was the winner of the first prize in the contest recently held by them. Other retail merchants carry hundreds of items which they could use if they would, in making just as attractive a display.

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R. L. SHEARMAN Associate Editors H. K. BREARLEY

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GENERAL OFFICES

Horst's Bk. Bldg.	Bostmen's Bk. Bldg.	Phelan Building
Portland, Ore.	St. Louis, Mo.	San Francisco
507 Pioneer Bldg.	P. O. Box 1800	211-215 Scott Bldg.
Seattle, Wash.	Los Angeles, Cal.	Salt Lake City, Utah
730 Eleventh Ave.	P. O. Box 1815	220-225 Pacific Bldg.
Helena, Mont.	Spokane, Wash.	Vancouver, B. C., Can.

The man whose middle name is Work gets there.

Do your friends say of you "he has the softest job in the world" or "he's working his head off for his boss?"

As Shorty McCabe would say: "Earning money is no cinch, but usually it's a pipe compared with saving it."

Courtesy and cheerfulness is the sauce with which to spice every sale. Go the limit to please your customers.

Optimism is a power worth cultivation. The croaker of evil breeds nothing but sorrow and distrust. All hail the man with a smile on his face!

The man who aims to conduct his business not only as a profit-earning concern but as a public-serving institution will find his profits on the increase.

A famous breakfast-food company's slogan is: "Tell me what you eat and I'll tell you what you are." Revise that a bit. "Tell me what you do with your leisure hours and I'll tell you what you will be in ten years." Had Lincoln spent his time in worthless pursuits instead of absorbing all the knowledge he could, you wouldn't read his life story in the history books.

Your face is the show-window of your soul, and your thoughts are the window trimmers. Why not have a window that people will be pleased to look at? Pleasant thoughts make pleasant faces.

Good salesmanship doesn't mean catching a man off his guard and overselling him. It means to supply his legitimate wants. If you do he will be a steady customer. If you consciously attempt to overstock him you are likely to make an enemy of a friend.

Byron was immoral and Poe a drunkard, Napoleon selfish and Caesar a murderer. Their names stand high in history, but not so high as they would have had their owners not possessed the forementioned vices. Many people seek to excuse faults in themselves by pointing to men, possessed of those very faults, who have risen to fame. The men who rose did so in spite of the terrible handicap they carried—a feat the average man cannot accomplish.

There are lots of men who take General Grant's famous slogan "I'll fight it out on this line if it takes all summer" and make it react to their own disadvantage. That is, they are too obstinate to change their tactics even when they half suspect they are wrong. It is not a confession of weakness to change a campaign, but it is a sign of utter idiocy to follow out a plan you have no faith in. Grant was positive his campaign in the Wilderness was the one thing for him to do, so he announced that nothing would swerve him from his course. If you are positive—positive to the uttermost depths of your soul—that your next campaign is the right one, "stick it out on that line" by all means. If you're not, then be versatile enough to change.

Organization, with some concerns, is a mere word. To them it means nothing other than a vague picturing of great and grand "heads of departments." The attitude of those "heads" toward their work, the lack of friction among themselves, and the general efficiency with which they carry out orders is frequently lost sight of in the bland contemplation of impressive-appearing "managers" and "chiefs." The best-organized establishment the writer has ever known consisted of three men and a stenographer. Small and insignificant, perhaps, but my how they did pull together! They were well organized. They were a compact body working in perfect unison toward the same end—and there was no stopping them. In nine years' time they pocketed more profits than many a corporation capitalized at half a million. Why? because the three men acted as one, keeping perfect time in the march of progress. 'Tis the same with any business house. Organized effort backed by sound policy is irresistible.

Don't Delay in Advancing Your Prices

**Retail Merchants Must Advance Prices on Present Market Conditions
If They Would Continue in Business**

IF THERE was ever a time when it behooved the retail merchants to keep a weather eye open on market conditions, and on the prices at which he is disposing of his stock, that time is certainly now.

The importance of the merchant advancing prices on his stock to meet present market conditions was never more imperative, is the opinion of retail merchants the country over, and it was especially emphasized at the annual convention of the California Retail Hardware Association held recently.

The question of getting better prices, scrutinizing more carefully their credits, overhead expense, turn over, and mail order house competition, were all thoroughly discussed, and many interesting suggestions advanced.

The question that was emphasized more than anything else was the absolute necessity of retail merchants advancing their prices to correspond with market conditions.

One dealer was asked what market conditions were on certain lines, and he very significantly replied he had not been in his office for two days, and hence he wasn't in position to tell just how the market stood.

This is indicative of the rapid changes that are taking place. While manufacturers and jobbers admitted they had no inside information they could give, yet on the whole there was a decidedly optimistic feeling, and the opinion was expressed that the prices of today would be regarded as quite low in comparison with the prices of six months or a year hence.

Further they pointed out from statistics of the past ten years that prices on iron and steel commodities especially were not as high as they were some eight or nine years ago, and due to the low prices that have prevailed in recent years, the advances made in the past six or eight months had been regarded as somewhat abnormal.

Several of the jobbers advised the dealers not to stock up heavily, at the present prices, notwithstanding the indications were there would still be further advances. The idea expressed was, a dealer would not wish to be caught with a large stock on hand, but rather should use his efforts to keep his stock clean, and only sufficient for present requirements, and paying particular attention to his turn over.

Still others advanced the views that the dealers should anticipate their requirements for the next six or eight months, and place their orders accordingly.

THAT "WORLD'S TRADE" TALK.

We Americans have somehow or other gained a reputation as merchants—as salesmen—"Yankee Shop Keepers" they call us over the water.

Piffle!

We will all admit of course that we have the brains and the ability and the ingenuity and the goods; especially the goods, and that's just why we haven't really deserved the name of Real Merchants.

And as a nation, we never will be Real Merchants until we have received a severe jolt and have been forced to really fight for trade.

We haven't had to make any particular struggle for the trade we have had. It has come to us because we are in the position of order clerks for the most wonderful store house of goods history has ever recorded.

We made enough profit from what came to us to satisfy us and we made no real effort to either enlarge or intensify the demand for our goods.

As a nation, other nations are competing with us for a share of the world's trade; and they are getting a big share of that trade because they are going after it; also they are going to keep that share because they are working along lines which entitle them to Deserve it.

The great business men of the country are now endeavoring to awaken the nation to the necessity of Going After the World's Trade; and that same lesson should be brought home to every merchant.

His trade territory—his community—is His world; and he should be Going After the Trade and Acting so That He Will Deserve to Keep It When He Has Won It.

We hear wonderful accounts of the Teutonic Trade Scouts and of the British Mercantile Marine and of all the other mysterious and formidable forces which are absorbing the world's trade in opposition to America, and of our own national shortcomings.

But, until every merchant has developed his own local trade to its fullest extent—until he has made himself the economic necessity to his own community his profession obligates him to become—until then, he has no justifiable grounds for even commenting on the failure of America to get a proper part of the world's trade.

A grouchy employee is a liability. The man who radiates happiness gets 30 per cent more work from those who cheerfully do his bidding.

Why 97 Per Cent of Americans Die Penniless

Only 3 Per Cent are Successful Because We are a Nation of Spendthrifts

J. S. Knox of Cleveland, O., who spoke on "Community Development" recently, said that statistics show there are more than 90 per cent of the people in this country who have one thing standing between them and pauperism and that one thing is the daily wage. In Switzerland 500 out of 1000 people have money in the bank. In America ninety-nine out of 1000 have money in the bank and most of these are foreigners.

What do we squander money on? The "movies" get one million dollars every day from the public. We spend seventy million dollars every year on tobacco. We smoke and chew one-fifth of the wealth of the country and it does nobody any good from an economic standpoint.

We are the spendthrift nation of the world and when we want to finance a public improvement we have to borrow from the other countries who have saved while we were squandering.

We squander three billion dollars a year on social vices. We spend twice that on dissipation. Mr. Knox said he could give numerous other figures along the same lines showing that Americans are the most foolish spenders in the world. Educational deficiency, he said, is the cause of many business failures.

"Germany waked up twenty-five years ago," he said, "but America has not waked up yet. Ninety-seven per cent of the people here are dependent on friends, relatives or charity at the age of 65 years. Ninety-seven per cent of the men of this country die penniless and all because of inefficiency. The reason for the slowness of some young men is poisoned mentality from smoking cigarettes. Lots of young men are poisoned and are doomed to failure on this account."

He said 97 per cent of the American people fail and 3 per cent succeed. Speaking of economic conditions, he said there is a big battle being waged between the retail dealers and the mail order houses, though few merchants know it.

Speaking of educational systems in America, he said we are twenty-five years behind the times. "I am in favor of paying salaries to school board members in the same manner that teachers are paid. Send them to Germany if you will, or to England, if you will, and have them devote three years in the study of industrial educational systems and inaugurate them here," he concluded.

HOW I MEET CATALOG HOUSE COMPETITION.

N. I. Morrison, an enterprising dealer at Scio, Oregon, tells us that his method of meeting catalog house competition is to make himself thoroughly acquainted with all the catalog prices, especially those doing business in the northwest.

For example, he will take a Rice & Phelan catalog, or a Sears & Roebuck catalog and show his prospective customer who may mention them that he isn't saving anything to speak of. He has personally changed quite a number of mail order customers and is getting all the business. He believes that if a dealer will personally give a little attention to this he will find it to be time well spent.

Further, he makes it a point of giving his customers the best service on every machine or implement which he sells.

He emphasizes the fact that he is there to cheerfully render such service to his customers and help them out of any difficulty.

He believes that farmers are reasonable as a rule, and are willing one shall have a reasonable profit, but when a dealer puts 100% profit on his goods Mr. Morrison says it is no wonder he sees load after load of goods passing his store. He says, however, since he has begun paying more attention to this, he sees less mail order goods coming into his town. If a dealer knows of a farmer that is sending to catalog houses for his goods he should go out and see him personally, have a nice friendly visit with him, let him know that he is his friend, and that he wants to work with him, invite him to come in the next time he is in need of anything and treat him right.

He believes that the average buyer will appreciate this service and this personal attention, and that he can turn catalog house customers into boosters for the local merchants.

He cites a number of instances. He says that 1915 was a splendid year for him, and he expects 1916 to be still better. He keeps an accurate account of all his expenses, and finds that the more business he can do the less it costs him proportionately, and in that way he makes it a point to keep busy and let the other fellows wear out the chairs.

Everyone is blessed with opportunities if they can only recognize them when they show up. A great many people in this world complain that they had no chances, but the whole trouble was that they did not see them when they appeared.

Why Lower Prices are Improbable

Steel Commodities as the Market Barometer

WE AS citizens of the United States, are prone to pass off without a thought the commercial conditions existing in the foreign countries. We all say, "Well! it is too far away to affect us." We must now stop, however, and give thought to the fact that with rapid transportation the world has been made smaller, and that which has a bearing on our neighbor's conditions, even though he is from five to ten thousand miles distant, has directly or indirectly a bearing upon us.

In view of these facts, which are now being appreciated by us we must give some thought to the Steel situation in the warring nations, with a view of what it means to this country. Quoting from a well informed authority in the steel industry:

"When a railroad company has purchased steel rails, and the rails through attrition have lost from ten to twenty per cent in weight, the rails go again to the furnaces and are fashioned into some other form of usefulness. When a plow point has lost ten or fifteen per cent of its weight it will again go to the smelter and be reconverted to useful purposes for mankind. For the last sixteen months or more, we have been annihilating metal at a tremendous rate. When a shrapnel shell explodes the metal contained in it is practically lost forever for the use of mankind. When a solid shot has buried itself in the earth or in the sea it is forever lost. When the wire entanglements used both in the sea and on land, have by contact with the earth or by action of the salt water lost wholly or in great measure their usefulness, but little of the wire entanglements will return to the smelter. When we recognize that substantially sixty per cent of the gross tonnage of all shipping is of iron and steel, and that the list of the sunken vessels of the warring powers is daily growing, we can commence to realize something of the extent of the annihilation of this metal. When a vessel of ten thousand tons is sunk, she has carried down with her six thousand tons of iron. When some of the Leviathans have been sunk, they have carried down thirty thousand tons or more of metal. In ten days' time five million seven hundred thousand shells have been fired by the French on their offensive lines. These shells will range in weight from forty pounds to twenty-six hundred pounds. Taking the Allied and the Central Powers, it is a safe estimate that each day from the commencement of hostilities, at least twenty-five thousand tons of iron have been absolutely destroyed and taken forever from the use of mankind. This means we must go

back to the mines and produce new metal to replace the store that was in the world at the outbreak of hostilities.

"In other words, after the war has ended, we must produce as much metal as we produced before, plus the amount which has been annihilated. The destruction approximates more than three-quarters of a million tons for each month that the war continues, and this annihilation of metal will be felt prejudicially by the consuming public for long years after the war has closed."

Now, let us look at the destruction of producing capacity, quoting from the same author:

"During the progress of the war, the productive territory and productive capacity of iron which France, Belgium and Luxemburg had enjoyed heretofore have been in the hands of the Germans. The annual productive capacity of the world is approximately seventy-five million tons. Between fifty per cent and sixty per cent of that capacity is located in the territory of the warring powers. England has placed an embargo on the shipment of iron. Practically every metal industry in England is employed in the manufacture of munitions of war. The same is true to a greater degree in Germany. Her productive capacity in the metals is devoted almost entirely, if not exclusively in this direction. Belgium, which has been a hive of manufacturing industry, dealing largely with the more finished products of metal, is a torn and devastated nation and cannot for a great many years expect to regain her former prominence in the industrial arts. Especially is this true as relates to metal. Liege, which is known as the little Pittsburgh of Belgium, is in ruins."

In the author's words, the following gives us some idea of the replacement, which must come about after the signing of peace:

"When the treaty of peace shall have been signed, practically every mile of railway track in Germany and Austria will have to be relaid —her bridges built—especially on the eastern frontiers. These bridges are many of them over great rivers. It is doubtful whether Germany has built, except for military purposes, a car or locomotive since the commencement of the war. It is doubtful whether any European nation has built a car or locomotive. Great Britain must re-lay and re-equip her entire railway system. Her merchant marine must be rebuilt and re-established."

We now have three facts, viz.: material destruction, producing destruction, and undis-

putable requirements. We wish to repeat a part of last week's letter:

"The United States must therefore prepare to supply the demands of the world whose stocks of iron and steel are depleted through sixteen months or more of use and sale without the purchase of one pound of industrial supply during that period. At the same time the United States must produce at least thirty million tons for home consumption."

Form for yourself the answer. In our opinion, we have not yet experienced high prices. They are of the future.

The average business man often fails to realize the weight of heavy responsibilities upon his shoulders. Not only does the welfare of employees and their families rest upon him, but in many cases the health, wealth or happiness of a large buying public depends upon the man in the swivel chair. Responsibility! You've got it, whether you're rated at a thousand or a hundred thousand. Your every act affects someone, something. Make those acts count, sir, but realizing your responsibilities.

George Cohan wrote a play called "It Pays to Advertise." George knew. So do all successes, whether actors, business men, or other trades-folk. Of course it pays to advertise. No sane person disputes the fact.

A cheek of brass often disguises the head of bone.

Remember that old admonition:

Learn as if to live forever,
Live as if to die tomorrow

and you'll come as near living a helpful life as any man under the sun.

Listlessness is the rust on the engine of a dying business. No man thinks of running his automobile any distance on low gear. He throws it into "high." What use is there in running a business on "low?" It will hurt the business even more than the car.

CONDENSED AND RIGHT TO THE POINT.

I greatly appreciate the information that we get from the HARDWARE WORLD, which I could not get so well condensed and "right to the point" from any other publication that I know of.

Business is good with the dealers in this territory, and they have, without exception, had a prosperous year and look forward to increasing business for 1914.

A. H. GRISWOLD.

A NEW CORPORATION TO HANDLE CHINA TRADE.

The China Agency and Trading Co. is a new corporation with headquarters at 840 Grant Ave., San Francisco. They expect to become quite a factor in the distribution of American products in China.

This organization has ample capital back of them, being connected with some of the strongest financial institutions in China.

The officers of the company are Gee Chuck, president, who will make his headquarters at Hong Kong, China; N. C. Chew, secretary and manager, also at the Hong Kong office; Gee Sing Sam, vice-president and manager, is in charge of their headquarters at San Francisco.

Gee Chuck and Gee Sing Sam are at present on a tour of eastern manufacturers, and carry with them letters of introduction from United States government officials and Chambers of Commerce, which will ensure them making the proper connections.

They plan to handle a general line of hardware, building material, machinery, railway supplies and in fact many articles of a similar nature, for which there is a market in China, and by ample capital they will undoubtedly become quite a factor in the export trade.

Further information can be obtained by addressing their headquarters at 840 Grant Ave., San Francisco.

They are well versed along American methods and lines. They have been educated in the United States, and are reported as being exceptionally capable and well informed men.

"HARDWARE WORLD HAS PERSONALITY PLUS."

Editor "Hardware World":

Every time we receive an issue of the "Hardware World" we think it is the best issue you have ever gotten out. It seems difficult how you could improve upon it from month to month.

We confess we don't understand how you do it. There is always something in the "Hardware World" that appeals to us as no other magazine does. It must be the personality of the people back of it, who apparently inject so much of their own spirit and desire to make each issue better than the preceding, to put the hardware trade on a higher plane, to enthuse and inspire the younger generation of hardware men, that enables you to keep adding to your prestige.

We wish to tell you also we get a great deal of good out of the personal stories and life of the hardware men as you publish them from time to time.

Your last issue containing some half dozen or more was the best in our mind you have ever issued. We like to know some of the obstacles and difficulties some of the men at the head of such institutions have had to overcome. It not only serves to inspire us in our own business, but we know it is very helpful and beneficial to the entire trade.

Your manner of writing these up is something we have never seen equaled by any other publication.

ENTERPRISE HARDWARE CO.

Business Recipes for Retail Merchants

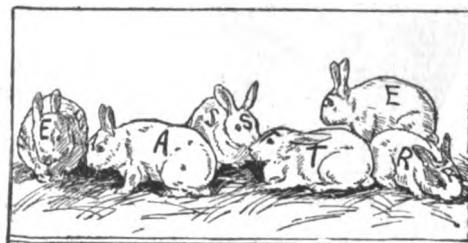
Flowers for Easter.



ARRANGE with a local florist for a number of bouquets of Easter flowers to be delivered at your store the day before Easter. Have your local printer make you some tickets. Give out one ticket with each ten cent sale made during the week (or two) weeks preceding Easter. Advertise and announce that every customer of your store will be given the beautiful Easter bouquet in exchange for a certain number of coupons, (the number of coupons required should be determined by the cost of the bouquets). Potted plants and artificial Easter souvenirs can be substituted for cut flowers where conditions dictate. In your advertising aim at the members of churches, young peoples' societies, Sunday Schools, etc. No more appropriate souvenir for Easter can be given than a pretty bouquet of cut flowers and the pleasing sentiment interwoven in such a souvenir gives the customer a deeper feeling for your store.

Six Little Bunnies.

This is an Easter Display somewhat different than the average. Take six white or six grey rabbits and paint on their foreheads and sides the letters E-A-S-T-E-R, one letter on a rabbit. Build a pen for them in your window and place rabbits therein. Display an announcement in the windows that a reward (select the article) will be given to the first person who should see the rabbits in such positions that they spell the word "EASTER." The common American rabbit serves as well for this purpose, and as they can be purchased in the average community for from 5 to 25 cents each, the cost of this display is very low. Common lampblack or chalk and water can be used for marking. It is safe to say that if you desire an interested crowd around your window, this stunt will bring it to you.



April Fool Day.



A unique and effective advertisement idea for window can be made by obtaining a high silk derby hat and placing a brick under it, the brick showing to window side. Letter a large window card with store talk similar to: People used to kick at hats like this on April first. The kick, however, has been taken out of April first—the jokes of this day have practically been discarded. Likewise has the kick been taken out of store patronage by your store because the poor merchandise and joke merchandising methods have always been in the discard at your store.

A Plan for Easter Week.

This is an excellent week for a combined advertising and selling campaign through co-operation with your local churches. Such a campaign bears more fruit then, than during any other week during the year.

An old idea but probably one of the most efficient is to give a certain percentage of your receipts to the churches of your city or neighborhood. Include all denominations, giving one the receipts; another, those of Tuesday; and so on. Where there are more denominations than days of the week, apportion the receipts of certain days among two or more denominations. In holding a sale of this character it is well to make the percentage given to the churches as large as possible, bearing in mind that your greatest benefit is to come from reduction of stock and in the introduction of new customers to your store. Furthermore, it is essential that you secure the active co-operation of the ministers, priests and rabbis to the extent of announcing the sale at their meetings, the date of "their" day, and if possible to the extent of organizing committees to persuade members to purchase at your store on that day. You, too, should aid by having circulars printed suggesting an itemized list of articles which they will likely need soon.



High School Ad-Writing.



cut made and the gift article.

By Harry Gale Nye.)



Possibly you remember the story of the man who went to sleep under an oak tree with his mouth open, and a bird, chancing to pass that way, perched above his head and dropped a great big, ugly worm into his mouth.

When he awoke he gave forth this bit of philosophy:

"There may be times when it pays to talk; but I think, as a rule, the more a man keeps his mouth shut, awake or asleep, the better he is off."

And after some years of business experience I have about come to this same conclusion: The man who keeps his own counsel is the strong man. You never can tell about the friends of today. Many a man has had the sad experience of finding that the fellows he trusted today are the men who are using the secrets he told them against him in years to come. And it seems to be a strange perverseness of human nature that those for whom you do the most are the most apt to turn and stick a stiletto into you. The man you help most is the fellow who very seldom helps you. Have you ever thought of this?

And yet I am not using this as an argument for your not helping the other fellow, because you get all the good out of it in the satisfaction in your own heart. But remember this is about all there is in helping the other fellow: the joy of knowing that you have done good for something and somebody. But don't do it with the idea that some time or other the man may help you, because nine times out of ten the fellow you have helped will be the fellow who will work against you politically or draw a hacksaw across your neck.

The wise business man keeps his own affairs to himself. If he has any troubles he thinks them out alone at night when every-

thing is still except the clock and the mouse in the garret.

I once knew a big publisher who had an immense business and an enormous circulation, who has considerable ability. But the one great fault of his life was that he told everybody his troubles. As a result, every move in his publishing game was known on the street almost as soon as he knew it. And when troubles came he told those troubles, with the result that his credit was impaired. It is true he only told his troubles and his triumphs to his friends, but few men there are who do not pass along what they hear. It is only natural that we should be interested in the things that are worthy of being talked about, and we do talk about them. The wise business man will bear this in mind, and if he has anything to say about his business he will say it to himself or to his bulldog, who can't talk the English language.

LIFE'S COMBAT.

It's fun to fight when you know you are right
And your heart is in it, too,
Though the fray be long and the foe be strong
And the comrades you have are few.
Though the battle heat bring but defeat,
And weariness makes you reel,
There's a joy in life that can know such strife
And the glory and thrill you feel!

When the wise ones pant that they simply can't
It's fun for a fighting man
To laugh and try with a daring eye,
And prove to the world that he can.
And if you stick, 'till your heart is sick,
And lose when the game is done,
It's fun to know that the weary foe
Paid dearly for what they won.

It's fun to dare in the face of despair
When the last lone chance seems gone,
And to see hope rise in the angry skies
Like a promise of rosy dawn;
For victory's sweet when it crowns defeat,
And you learn this much is true—
It's fun to fight when you know you are right,
And your heart is in it too!

Don't be afraid of anybody. The bigness of a man isn't to be held in awe. None of them are bigger than you can be!

Hints to Hardware Clerks

By C. F. Ladd

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YOU are a hardware clerk, and your duties are to serve your employer and the customers to the best of your ability, using your knowledge and giving the customers the benefit of your experience.

You should put forth every possible effort to win customers for the store thereby making money for your employer, and not only making money for him, but helping him to save in many ways.

While you are giving this valuable service to all, you should not overlook the chance you have to become thoroughly conversant with the hardware line.

You may have served behind the retail counter for five years, and your ambitious desires cause you to seek another position where chances for advancement are more favorable than where you are at present. What have you been doing the past five years to prepare yourself for a higher position? You can weigh nails and count screws as fast as any one. You know how many kegs of nails you can pile in a day, and the number of spools of barbed wire you can unload from a car in a given time. You are quick to learn practical things, learning to do things easily with your hands. You have read very few trade papers, and seldom look into a hardware catalogue. You feel that the knowledge you gain from the items you sell every day will qualify you for a better position.

Your attention has never been called to the things you should study to prepare yourself for a position requiring more knowledge and wider experience than is possible for you to receive behind the retail counter.

Some Things You Should Know.

One clerk I know has been selling strap hinges for years, not knowing all the sizes in which they are made. He has sold planes since the first day he entered the store and can not tell the length of the No. 5 Plane nor the width of the cutter. If asked by the sales manager of a large firm to describe this plane found on every work bench and kept in every hardware stock, the description would be amusing to the sales manager.

Another clerk has sold wood saws or "buck saws" as they are often called, and is unable to tell the length of the blade. One of the order clerks in a large wholesale house insisted so much upon going on the road that the manager decided to give him a trial. A few days passed without hearing from him, when reading the many requests for lower prices and more expense money, they are surprised to learn how little he knows when he asks the

firm if they carry two-point barbed wire "black for cattle," as he is unable to find any wire of this description in his catalogue.

The way he describes the wire in his letter to the firm shows them how little he knows about barbed wire.

They write him to look on page 609 in his catalogue and he will find two-point barbed wire, also prices on "painted cattle" and "painted hog" wire in three styles, "American Glidden," Ellwood Glidden, and Baker. The last named has flat barbs and the other two having round barbs. How nice it would have been for the "would be salesman" if he had been familiar with his catalogue and had he not known the kinds of wire shown therein, he could have made the sale from the information found in the catalogue.

As stated before, you are very busy and learn fast, but need some one more experienced to call your attention to things you should know in order to hold a higher position. Attention is the word. You should cultivate the habit of concentrating or studying some line until you are considered thorough.

Your practical common sense with ability to do things easily, give you a natural tendency to despise book learning. It does not seem to you worth your attention. But it is.

Worth While Suggestions.

Form the habit of attention by listening to others, by reading with attention the magazines published by experts. Have some questions ready for your traveling salesman when he calls. Tell him you want to know more, so you can hold a position to equal his. You will be surprised at the information he will give you on what to study to become better informed. He has gone through a series of questions given to him rapidly by his sales manager before he could qualify for the position as traveling salesman. He has hundreds of questions to answer daily asked by shrewd merchants. He will tell you first of all to learn the sizes in which many of the staple items are made.

The prices of the items are not so important for you while you are studying as the sizes and brands.

Don't waste time learning private brands. Learn factory brands and some of their leading numbers. Know the difference in No. 7, D8 and No. 120 hand saws. Learn some of the leading brands of tools made by well-known manufacturers.

Study the sizes of cooking vessels and house furnishing goods and the leading factories who make them. You may know the factory who make the No. 10 and No. 12 meat chopper and

not be able to tell the difference in the two patterns, as your attention has never been called to questions of this kind, so the word attention comes up again.

It has not been my good fortune to attend a college of any kind. When passing some colleges, I have a desire to know how they look inside. While looking through the window of one college, I saw a large sign reading as follows: "To know is to Conquer." Another has over the door "Knowledge is power." A business college has over the door, "Learn more and earn more."

So it is with us as retail hardware clerks, if we want to earn more, we must learn more.

When you ask for a position with any large hardware firm, the first thought that comes to the mind of the manager is—how much do you know about the business? Your salary is governed by the way you answer the questions asked. If you mis-represent yourself in order to get the position, your ignorance will be displayed in a few hours after you begin to work.

The hardware business is almost as extensive as the drug line. Think how the drug clerk has to attend school three or four years to prepare for a position behind the counter in a drug store, and you as a hardware clerk are drawing a salary while you learn. You have shorter hours. No Sunday work and chances for advancement will equal those of the drug clerk if you will apply yourself, studying the business like he is compelled to do, before he is allowed to hold a position.

Begin today, study the catalogue, read hardware magazines. Don't wait until tomorrow. "One today is worth two tomorrows." "There is no time like the present." Remember the old quotation. "Lost, yesterday, somewhere between sunrise and sunset, two golden hours, each set with sixty diamond minutes. No reward is offered, for they are gone forever."

Without further hesitation you should begin to seek information if you want to get somewhere in the hardware world.

Don't be afraid to ask questions. When a question comes, stay with it till you find the answer.

Remember the hardware catalogue, the one great source of information. Within the covers of this book, you will find useful knowledge given from the minds of experts in each line of goods shown. A book filled from cover to cover with a story from the artist and pictures from the camera to help impress this valuable knowledge on your mind.

Let me urge you to study the works of trained men, and prepare yourself while the word "preparedness" is so prominent in public speeches, may we take a lesson and prepare for the battle of life. A little study may change your work for your entire life.

That promotion, that increase in salary,

those shorter hours, will never be yours unless you go after them.

A GOOD CREED FOR ALL EMPLOYEES.

I believe in loyalty to my employer, the source of my daily bread.

I believe in caring for their property as it were my own.

I believe in conserving and not wasting time which belongs to my employer.

I believe in progressiveness; to stand still is to go backward.

I believe in going about my daily work with a spirit of joy and happiness, radiating joy and happiness to my fellow-workers.

I believe there is good in all mankind; nothing is wasted in the Great Maker's hand.

I believe in the service we afford the public.

I believe in broadcasting this gospel of truth to everybody with whom I may come in contact.

HELP YOUR EDITOR—HELP YOU.

If anything hampers the trade paper more than other things, it is what might be termed neglect on the part of those subscribing for and reading the paper.

Many things are happening every day which the editor would be delighted to hear about and publish in proper form, and many a man who would be perfectly willing to help its editor out to that extent simply neglects or forgets to inform him of the matter, or thinks it is not of sufficient importance, or, for some one of a dozen other reasons, does not render this help.

If the trade would but stop and consider that it is not merely a matter of personally assisting the editor, but benefiting the trade as a whole, as well as every man individually, he might get from this ideas that would lead to more diligent attention to these things.

An editor, no matter how brilliant he is, can only do a certain amount toward making his trade paper; that is, he can weave the material together and dress it up and gather a certain amount of it from the trade, but to get material out of which to make his paper, that is, abundant enough to produce the best results, he requires the hearty co-operation of different members of the trade, no matter whether they are simply readers or advertisers, large or small.

Every man has his various interests, and helps himself as well as the editor by active co-operation when occasion offers.

Interesting the Amateur Gardener

THIS is the season of the year when everyone's thoughts turn to gardening, and this is the time when it will pay every hardware merchant to concentrate his advertising upon seeds and garden tools. Let him stimulate the enthusiasm of the amateur gardener by novel and attractive showings of garden products, and the latest and most improved implements of cultivation, displayed in a manner best calculated to bring results.

Of course the local paper should herald the fact that the best seeds and implements are to be had at Blank's Hardware Store, but it should be done in a manner "somewhat different" so that it will attract the attention of the multitude who give the ordinary ad scarcely a passing glance. A good example of an attention compelling and trade pulling ad is that of a large New York firm which recently appeared in card form in the subways. (The form would be equally valuable as a newspaper ad.)

ditional line: "Raised from Blank's Seeds—Plant Now."

In the opposite corners of the windows are two cleverly gotten up still life "pictures" such as are commonly hung in the dining room, but instead of being canvas they were actual heaps of vegetables, shown in a black lined box and surrounded with a gilt frame. In the background of the window is a rustic arch, on which hung all manner of garden tools—sprayers, thermometers, trowel, shears, grafting mallets and the like.

A number of neat little packets of seeds labeled "Everything for the garden" contains an assortment of vegetable seeds most in demand by the maker of the average small garden, all ready to be tucked under the arm of the suburbanite as he rushes for his train. Of the piles of vegetables in the window a few are real, but the greater portion are artificial, being made of wax, yet so cleverly blended are they that it is

FELLOW GARDENERS:

The flowers you grow from the seeds you sow
For beauty can't be beaten;
And the garden truck that is yours to pluck
Is the best you've ever eaten.

Isn't this a fact? Well, then, see our show window

5506 Blank Street

and get an idea of the flowers and vegetables you can raise from our especially selected seeds.

We sell all kinds of gardening tools, too. You'll be sure to find something you need when you look over our stock. Get busy with your garden before it is too late.

Yours, for fresh garden sass,
JOHN SMITH & CO.

The store windows backed up their reading notices admirably. One was devoted to exploiting vegetable seeds; the other, those for the flower garden: while each made an attractive showing of garden tools. At first glance the vegetable window recalled a Harvest Home festival, for here were shown great heaps of mammoth pumpkins, sweet corn stripped of its husks, lettuce, radishes, clambering pea vines, beans, carrots, beets, watermelons (with a slice cut out to show the luscious heart)—in fact, all of the garden dainties of which the amateur gardener so fondly dreams. Each bore a little card with the name of the vegetable and the ad-

difficult to tell the real from artificial—and all look tempting.

While the men "fall" for the more material "garden sass" the ladies are even more attracted by the flower garden display. Here the floor is carpeted with a strip of actual blue grass turf. A large earthen bowl contains a flowering lily, and little marked off plots are gay with tulips, phlox, bleeding hearts, lilies of the valley, and all the quaint, sweet flowers that used to grow in mother's garden. As in the other display, a few of the floral beauties are real (such as the water lily), but most of them are artificial; and as with the vege-

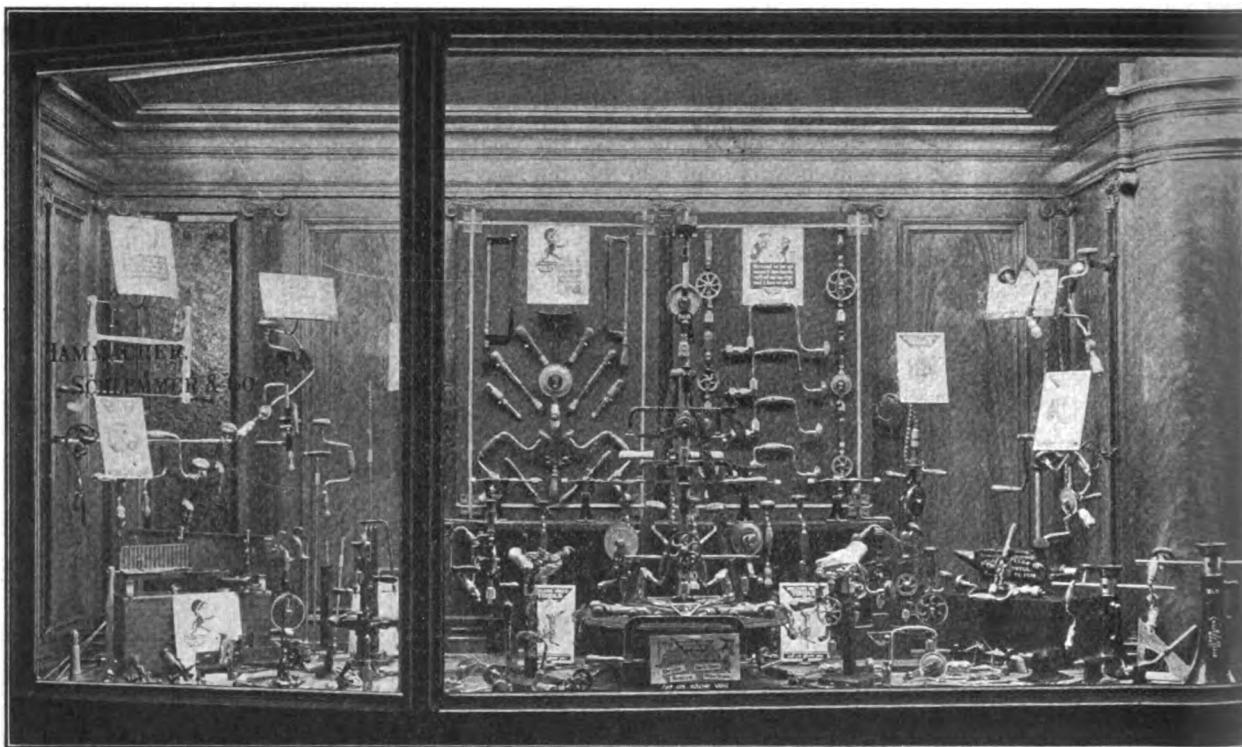
tables, each bears a name tag and the words "Raised from Blank's Seeds." In the background, to correspond with the rustic arch of the companion window, is a trellis covered with flowering wistaria, beside which stands a business like looking lawn mower, while huge bags of grass seed in the corner show how the emerald sod as obtained.

A window display that will appeal at once to the farmer and anyone interested in fruit trees is that shown by another New York firm. In the background is a large branch of a tree, many of the twigs and smaller branches being enveloped in a web, made of the finest gauze, simulating the webs of insect pests that infest fruit trees. In the front of it is a large tank holding sprayer mixture, on the top of which are laid a number of big fancy apples, several of them cut open to show the rotten core and the damage done by worms.

Tacked to the tank is a card saying "The result of not spraying." At the opposite side

is a barrel and truck outfit of the spraying mixture, together with an auto compressed air sprayer, for use where only a small number of the trees are to be protected. Webs are spun over all the implements, to call attention to the damage done by neglecting the use of sprayers. A lattice arch at one side is hung with grass hooks, pruning knives, scythes, garden shears, etc., and a large sign says, "Prune your trees now."

Although it takes some time and ingenuity to prepare these windows, the work is fully justified, for the novel and attractive manner in which they are gotten up calls them to the attention of all who pass, and the displays are so eminently practical that the seeds, the bulbs, the garden tools and horticultural implements practically sell themselves. They could be duplicated, with modifications, by scores of seed and implement dealers to their very material advantage.



AN EFFECTIVE WINDOW.

Here's a window of Millers Falls tools trimmed by Hammacher, Schlemmer & Co., New York, that is worth noting. Incidentally, it is an impressive demonstration of the wide variety of tools made by the Millers Falls Company and the effectiveness of the tool display fixtures and window cards which that company offers to dealers.

The Millers Falls "tripod" display fixture in the center is on a revolving table and is the center of interest of the whole window. It is the middle section of the trim that is so well worth studying. Note especially the effective way in which the other fixtures and the window cards are grouped around the center fixture and the arrangement of tools on the two panels in the background. This same grouping can be adapted for use in any kind of window, large or small.

As every hardware display man knows, tools are especially difficult to handle in window trimming, and the trade has found that the assistance the Millers Falls Company Service Bureau offers in this direction is most helpful.

THE LATEST PRICE-FIXING DECISION AGAIN UPSETS THE LAW.

(Copyright, by Elton J. Buckley.)

The latest decision in the Victor Talking Machine fixed price case reverses what was previously the law, and rather completely changes the aspect of the subject of price-fixing on patented articles. Unless the United States Supreme Court reverses this latest decision, any manufacturer of a patented article or preparation can distribute his product in such a way as to absolutely fix and preserve the retail price at the figure which he makes.

I made some reference to this case, as it then was, in May, 1915. At that time the first decision had just been given. The facts briefly were these: The Victor Talking Machine Co. devised a plan of selling its machines and its records which it believed would give it complete control over wholesale and retail prices. The Victor concern had of course patented its machines and its records. Everything, in fact, about its whole enterprise is tied up with patents. Every machine and every record had printed on it a notice that they were not sold, but that the Victor Company merely licensed the right to use them. The title to both machine and records remained in the Victor until the patents expired. This "license" could be revoked the minute somebody—buyer or licensee, whichever you like—broke the Victor Co.'s rules, the most important of which was of course the rule to sell at a fixed price. And if the price was cut the Victor Co., under its contract, could go in and take its goods back.

The "license to use" was granted upon the payment to the Victor Co. in the beginning of a sum which the Victor Co. called a "royalty," but which corresponded exactly with the price charged both for machine and records.

Macy & Co., the New York department storekeepers, cut the price of Victor records, and the Victor Co. promptly revoked their license to sell and demanded the return of all unsold goods on the ground that breaking the price condition constituted an infringement of its patents! Macy & Co. resisted, and the Victor Co. then applied to the United States District Court in New York for an injunction, damages, etc., to prevent Macy & Co. from continuing to cut prices. The court decided in favor of Macy & Co., saying that inasmuch as the Victor Co. had collected the whole royalty in the beginning, instead of in installments like royalties are usually collected, it showed that it was after all not a license, but a sale, and being a sale, the Victor Co. could not interfere with the retail selling price.

Had this decision stood, it would have practically made manufacturers of patented products, in spite of the monopoly which the law gives them, helpless against the attacks of cutters, unless they wished to go to the extraor-

dinary trouble and expense of constituting dealers their agents instead of selling them outright. The Diamond Match Co. tried this but gave it up on account of the tremendous detail which it involved.

This decision has now been upset by the United States Circuit Court of Appeals, which decides that the royalty scheme is not a subterfuge, that the Victor Company intended to retain control of its products and its prices, and that its plan of selling is sufficient to do that. I have obtained a copy of the decision and reproduce enough of it to show the court's view:

This case presents the familiar one of the manufacturer of a patented article undertaking to extend its use and at the same time regulate the terms and conditions under which it shall be used. It seeks to accomplish this in part by a written contract entered into between itself and every so-called licensed dealer to whom it delivers the possession of instruments or records. This need not be recited, as in substance it is the same as a so-called "License Notice" which is attached to a conspicuous part of every machine. This notice varies only in the statement of the amount of royalty, which of course is different for different types of machines.

A study of these various documents leads to the conclusion that complainant has undertaken to avoid making such a sale of its machine as would permanently pass it beyond any further control by itself. We think it has succeeded in so doing; this is not a sale outright, or a conditional or restricted sale, or any sale at all.

Under the authorities the owner of a patent who manufactures machines under such patent can give the right to use to whom he pleases upon what conditions he may choose to impose. Some of those conditions may involve pecuniary return, such as royalties, rentals for fixed periods, specified lump sum compensation for the whole period. We do not see why he may not give to one person a more restricted right to use than he does to another.

For each one of such machines the person to whom a right to use the same is granted and a machine delivered, to be by him used, shall pay a lump sum, which varies with the type of machine.

This is called a royalty; in effect it is a payment in advance covering use for the entire term—down to the expiration of the last patent. During such term, the restrictions as to parts, integrity of notice, needles, records, etc., are in force and the manufacturer reserves title in itself. Of course, when the patents expire no such restrictions could be maintained and, therefore, when that time comes any licensee (or user) in whose hands a machine may be and who has faithfully observed the conditions, shall receive full title to the same.

The documents are long and complicated, but it seems to us that this is what they provide for. We do not know why, under the law and the authorities, a patentee may not thus dispose temporarily of the use and ultimately of the title of a machine made by him and protected by his patent.

I regard this as one of the most important decisions yet made on this subject, because it opens the way for every manufacturer of a patented product—and perhaps of a trade-marked product also—to make his distributors take his goods in such a way that they do not get title, and having no title, they are obliged to sell at prices which the manufacturer dictates, because they are still the manufacturer's goods. In other words, it creates in a round-about way the agency which alone gives the manufacturer control of his goods until they reach the consumer, but without the bookkeeping detail which attends the ordinary agency plan.

There is much force in the argument that this decision also applies to trade-marked goods, for the owner of a trade-mark has just as complete a monopoly in it as the owner of a patent has.

"Universal" In Name and Enterprise

YANKEES," as American business men are often termed, haven't by any means a monopoly of push and enterprise, although it is often true each country thinks that in its own citizens are embodied all of the virtues worth while. It is just as true of the American as it is of the French or English or German or Japanese, even the Mexican. Unless one is well traveled or well read he is apt to become provincial, and it is as true to the native born American as it is of anyone else. We are apt to grow "conceited" thinking the highest development and progress is to be found only in the citizens of our own country.

On many occasions the "HARDWARE WORLD" has been glad to cite examples of American born men whose life is an example well worthy of emulation.

But lest we get into the habit of thinking no other country can furnish as many examples, we are glad of the opportunity of referring to what has been accomplished by a young English lad, who came to this country when eighteen years of age, and who for the last forty years has been just as active as any American born lad could possibly have been.

He was possessed of ambition to make himself worth while, and entered the employ of Rathbone & Sard Mfg. Co., whose headquarters at that time were at Albany, New York. Starting in as office boy, going through practically every department of the business, and whether it was in the office, as bookkeeper, cashier, or correspondent, or on the road, Edmund Raftery was always able to give a good account of himself.

Rathbone & Sard were established in Albany in 1827, and in 1890 they decided to establish a branch at Aurora, Ill., and it was Edmund Raftery who was sent West as manager of this branch, which later developed into the head plant and office.

In the development and extension of their business, it was this same English lad who as vice-president of the institution was one of the prime factors in its growth.

Mr. Raftery has been connected with this institution almost forty years, and soon after the death of Mr. Cribben of the well known stove manufacturers of Cribben & Sexton, he was chosen to succeed him as president of the institution. This was in January, 1915.

His experience in the trade, and his comprehensive knowledge of conditions, well fitted him to become the executive of such an institution.

Mr. Raftery was recently on a western trip, calling on their western branch houses. In this

connection it is interesting to note Cribben & Sexton are probably better situated than any other similar institution in the convenience of arrangement of their branch houses. These houses are located so that goods can reach almost any portion of the United States inside of twenty-four hours. This factor of being able to render prompt service to their customers is one which is greatly appreciated.

While a thorough American, Mr. Raftery retains an affection for his native country, England, and frequently makes trips to the old home, and has some amusing stories to tell.

In many parts of England, although it may not be generally known, stoves and ranges for cooking purposes are almost unknown, and much of the cooking is done in the same manner over spits, as was the custom hundreds of years ago. As a matter of fact, we believe in Windsor Castle today the same method of cooking is used. Even now when the king dines it is the custom for the chef to retire to his office or room, and when the king is finished he will come to the door and say to the chef "The king has dined and is pleased with his dinner."

Certainly if the king is pleased with the old-fashioned method of cooking, we wonder how much more pleased he would be if a "Universal" range had been installed. Perhaps in that event he might linger longer over his meals than is the usual custom with the Royal Family.

While Cribben & Sexton is an old institution, yet it is one that is progressive and up to date, being one of two institutions, we believe, that have their own enameling plant. Mr. Raftery says they have been putting out to the trade recently some attractive lines.

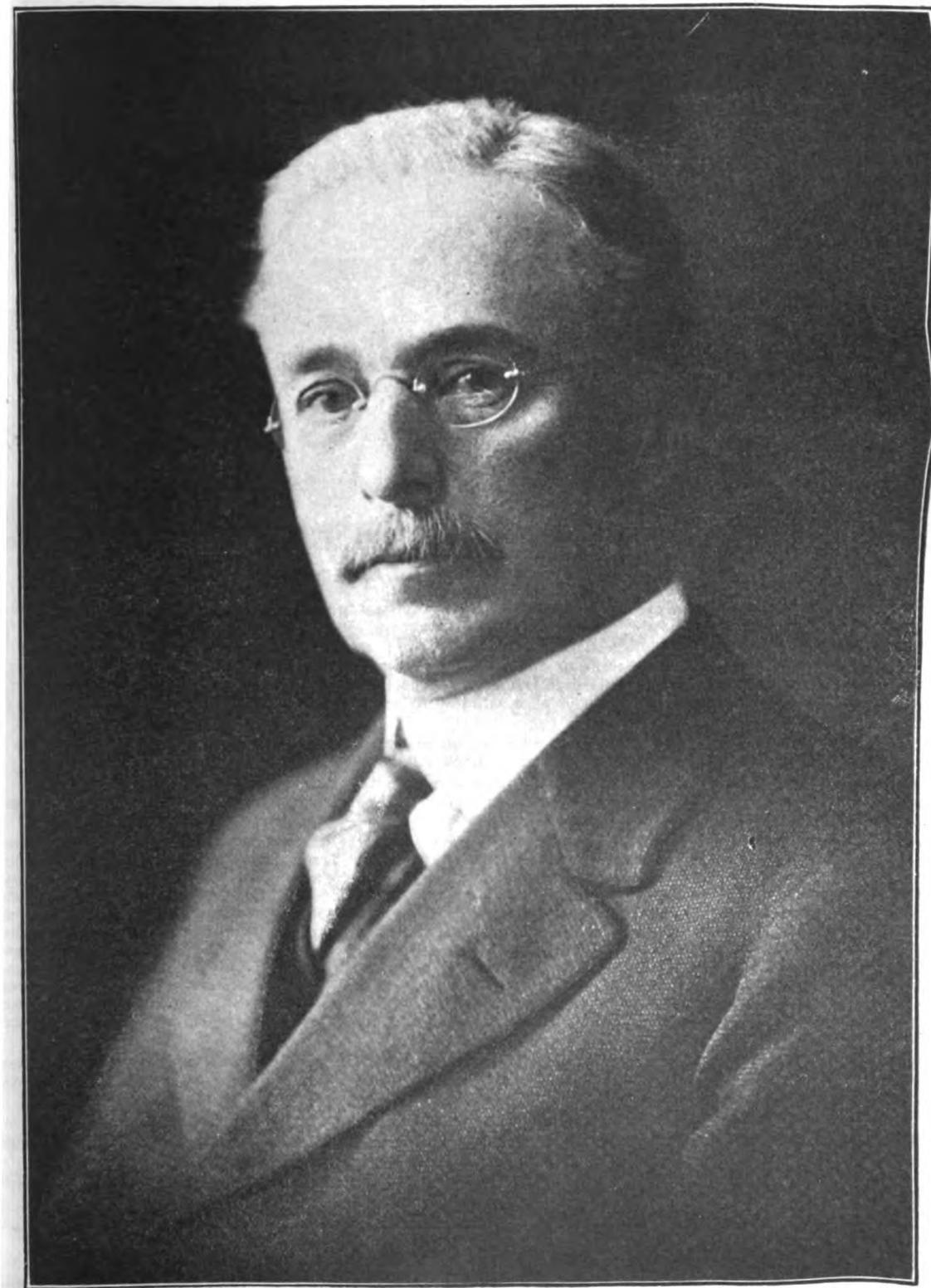
NORTH DAKOTA OFFICERS.

At the annual meeting of the North Dakota Retail Hardware Association, the following officers were elected: President, Hubert Harrington, Fargo; first vice-president, Otto Sougstad, Northwood; second vice-president, C. W. Parker, Lisbon; secretary, Charles N. Barnes, Grand Forks; treasurer, A. J. Smith, Carrington. Board of Directors: John R. Vestre, Drayton; Hubert Harrington, Fargo; Otto Sougstad, Northwood; W. R. McIntosh, Bottineau; H. A. Moe, Churchs Ferry; A. J. Smith, Carrington; Paul Allen, Jamestown; F. S. Rickbeil, Cando. Ex-officio member: C. N. Barnes, Grand Forks.

The North Dakota Association is in a prosperous condition, and has a good strong executive board.

F. E. Hobbs, who recently purchased the B. S. Casey Hardware Store, Rialto, Cal., has an attractive and up-to-date store in this thriving little city. He takes a very optimistic outlook.

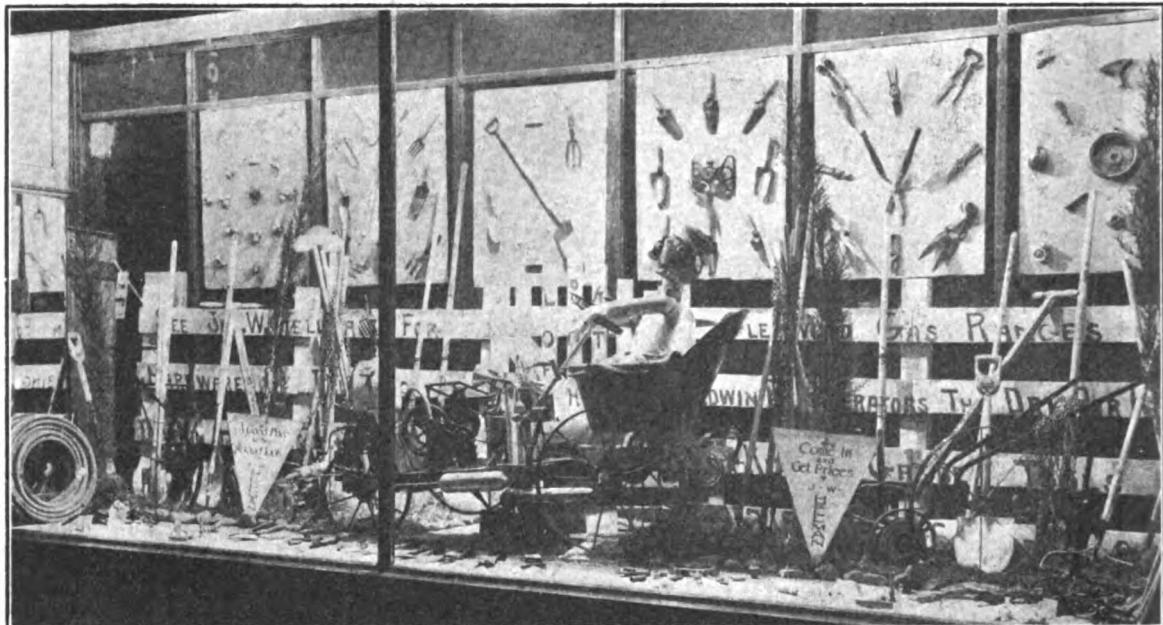
The Nogales Hardware & Furniture Co., Nogales, Arizona, is the name of a new enterprise of which Louis Loos is president, G. Barnett, vice-president, Charles Kisselbach, secretary and treasurer.



EDMUND RAFTERY,

President of the well known Cribben & Sexton Stove Company of Chicago. Coming to America from England as a young lad, and occupying the position as President of one of the largest institutions of its kind in the country, indeed tells its own story.

Mr. Raftery has been connected with the stove industry for forty years and was calling on their branch houses in the West recently.



AN EXAMPLE OF WESTERN ENTERPRISE.

There is no city in the country that has more enterprising and up-to-date hardware men than Los Angeles. This is true whether it is in the retail or wholesale business, and, too, they are men who know the value of window displays.

The photo herewith is a splendid example of the progressiveness of the James W. Hellman Hardware Co. It is apropos of the season, and while it is termed a "Wheelmobile" Window, yet with the line of garden tools and equipment, it is just the kind of a window to set a man thinking in the right direction for the spring of the year.

To give a more realistic view, the trees and plants are all ready to be set out, leaving nothing further to be suggested, even the gate with the usual sign, "Look out for the dog."

The fence at the back with Hellman Hardware Co.'s signs on it is likewise a splendid idea. In order that our readers elsewhere may have an idea as to the construction of the "Wheelmobile" itself, it was made as follows:

Chassis: Wheelbarrow, bread-board, two push cart wheels. **Body:** Sitz bath tub. **Engine:** American meat chopper, pump cylinder, hose nozzle, wood faucet. **Carburetor:** Toilet Flush trap. **Magneto:** Grinding head, Spool copper wire and Cake cutter. **Water pump:** Small water motor. **Radiator:** Water Can. **Starter:** Coffee Mill. **Bumper:** Rolling Pin and two wire forks. **Coil Box:** Wood Salt Box. **Master Vibrator:** Pepper Box. **Steering Wheel:** Ventilator Rim and Speaking tube. **Control:** Drill Hatchet. **Side lights:** Glass lemon juice extractors. **Front lights:** Buggy lamp. **Tail light:** Soap-O-Zone Container. **Gasoline Tank:** Two oil cans. **Gasoline tubing:** Metallic gas hose. **Spot light:** Six-inch shower head. **Presto Tank:** Coffee urn Gasoline torch. **Speedometer:** Shower Bath. **Horn:** Tin funnel and Furnace bulb. **Tire pump:** Sink pump. **Exhaust pipe:** Three-inch Vent pipe. **Exhaust smoke:** Steel wool. **Chauffeur:** Garbage Can, Beating bowl, Three-inch Vent pipe, three-inch vent elbows, Gem cake pans, Nutmeg Grater, Tea Strainers, Cookie Cutters, Cuspidor, Copper float, cotton Gloves. **Power:** Electric Motor, driven from rear wheel.

The credit for getting up this attractive window is due to their Mr. R. A. Detamore, whose window displays have been shown in previous issues. The James W. Hellman Hardware Co. is probably the largest retail hardware store in Southern California; they likewise do a large business in plumbing supplies.

The business was founded some 35 years ago, and their motto is "Quality, Service and Price."

Mr. W. T. Schlosser, the general manager, is known as a man with the smile that won't rub off, even if prices are daily advancing.

Their sales force comprises some twelve men, and it would be hard to find a more intelligent and ambitious lot of live salesmen.

W. A. Cochran, who has been in the hardware business at Sprague, Wash., recently purchased the business of Henry Reiniger at Rathdrum, Idaho, and has taken possession. He also purchased the implement business of the H. A. Hunsley Implement Co. The two stocks have been combined, and the business is being conducted under the name of the Cochran Hardware & Implement Co. A splendid business outlook is reported.

The Buckley Hardware Co., Hillyard, Wash., have found it necessary to move to larger quarters which will give them the facilities for carrying an increased stock.

J. C. Poindexter, Lemmore, Cal., has moved his hardware and plumbing business to the Merz building, which gives him the facilities for carrying an increased stock.

Did you get this Cabinet?

Many live hardware dealers are now handling a wide variety of automobile accessories as the result of the profitable introduction given by the Red Head Spark Plug Display Cabinet Assortment.

It opens up sales to a new field consisting of over two and one-half millions of buyers—and growing at the rate of over a million a year.

It means new sales to old customers who own automobiles, motor trucks, motorcycles, motor boats or gas engines.

You can obtain one of these Cabinets without charge by buying a salable assortment of 50 Red Head Spark Plugs at the trade price of \$25.25.

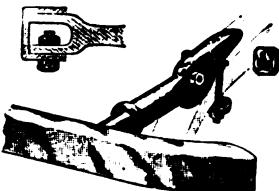


You cannot invest so small amount of money with so little risk and make such liberal profits as in the Red Head Display Cabinet Assortment.

This Cabinet is a salesman (not silent) and an encyclopedia from which you or your inexperienced clerks may find out the size and type of spark plug required for all the popular cars and engines. Motorists will naturally select spark plugs from the Red Head Cabinet as they choose collars from a collar cabinet—clerk's time saved.

Now is the time to place your order and get ready for the season. You know the possibilities—you know the price—ACT. Order from your jobber. He has it or will get it.

Fitsall Bumpers



Wheel Puller for Ford



Spring Bumpers



Transmission Lining Sets



Grease Cups



CATALOG OF

Ever Good

Motor Necessities
Is Ready—Send For It

This catalog is the buying guide of hundreds of successful auto supply jobbers. What is invaluable to them is indispensable to hardware jobbers and dealers who handle automobile accessories.

In this catalog are listed forty distinct, desirable Ever-Good Motor Necessities and specialties for Ford Cars. We show you how to obtain Bumper and Mirror Display Stands and other display helps, and identify yourself with the fast-selling high grade line of automobile accessories.

Emil Grossman Mfg. Co., Inc.
BUSH TERMINAL
Model Factory No. 20
Brooklyn (New York City), U. S. A.
Branch, 1253 Michigan Ave.

Cut-Outs
for Ford



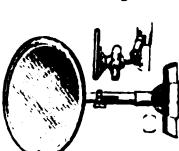
Brake Shoes
for Ford



Anti-Rattler



Mirrorscopes



Bushings
for Ford



Ignition Set
for Ford



CALIFORNIA DEALERS HOLD INTERESTING CONVENTION.

At the California Convention recently held, greater interest was manifested at the proceedings and discussions than at any previous Convention, and the merchants of California who did not attend this meeting lost the opportunity of obtaining much valuable information.

The address of Frank A. Bare, former secretary of the Ohio Hardware Association, was listened to with much attention. Mr. Bare has been through the mill, so to speak, in the retail hardware business, and by reason of his wide experience, as well as being a man of keen observation, having the happy faculty of expressing himself in a most interesting and pleasing way, his address at the California Retail Hardware Association was listened to with marked attention.

Mr. Bare says the average hardware man doesn't think, neither do his clerks think, and yet he realized that in talking to a Convention of hardware merchants, this did not apply to those in attendance, because the fact that they were at Conventions and were taking part in the proceedings, was ample evidence of the fact that they were thinking and far-seeing men.

Mr. Geo. H. Eberhard also made a most excellent address, which will be referred to in a subsequent issue.

Others who took part in the discussion were: Mr. McWhorter of Fresno, who as a keen business man wants to know he is being given a square deal, is being taken proper care of, and is getting the full worth of his money, which certainly shows good business ability; Messrs, G. A. Gutman, F. T. Duhring, C. E. Kocher, D. A. Madeira, Scott Lawson, Jas. L. Emigh, H. H. Elliott, M. M. Brown, W. W. Green, G. A. Chappell and many others also took part.

On Record as Opposing Any Selling Scheme.

The California Retail Hardware Association at their recent convention have gone on record as opposing the endorsement of any selling methods or schemes, which might be fostered by houses ostensibly for the purpose of enabling retail merchants to compete with catalog houses.

Several of the merchants gave their experience as having been bitten by one or more of these methods, and while it may be there are companies that are thoroughly responsible, and are fair in their efforts to help the retail merchants meet this competition, yet the merchants look with disfavor upon such selling schemes, thinking there is a hidden purpose in the methods of making the shipments direct to the dealers, customers or in obtaining their names and addresses, or getting a line on their requirements.

The entertainment features of the Convention consisted of a smoker held on the evening of the first day of the Convention, and a banquet at the Hotel Sutter on the closing day.

President-elect John P. Maxwell presided in a most happy manner, and responses were made by the representatives of the manufacturers, jobbers and dealers.

In a most eloquent address Fred T. Duhring, the Chauncey Depew of the Association, presented to retiring President Klemmer a Howard gold watch. Mr. Klemmer responded most feelingly. He has made an excellent executive, and has devoted considerable of his time and money to furthering the work of the Association, and turns it over to his successor in a most excellent manner. Mr. Maxwell has appointed a good strong executive board.

It is the custom of the California Association to dealers of Southern California to elect a first vice-president. D. A. Madeira of the Ford-Sanborn Co., Salinas, was elected second vice-president, and needless to say Roy Smith was re-elected secretary.

RETAIL MERCHANTS SHOULD BEWARE OF CATALOG SELLING SCHEMES.

A number of letters received from dealers throughout various parts of the West especially, deem it advisable to warn our subscribers to be very careful in the matter of taking up with catalog selling schemes, which are ostensibly designed for the purpose of helping retail dealers to meet competition from the large catalog houses.

The favorite method is to secure from the dealer a payment ranging anywhere from \$50 to \$100, for which catalogs ranging in quantity from 50 to 100 are furnished, and the dealer's name and address printed thereon. The idea being that the dealer should distribute these to his customers, and when the customer comes in to make his purchases if the dealer cannot sell him from his own stock, to take the order, send it in to the concern furnishing the catalog, and have the goods shipped direct to his customer.

Two or three of the dealers gave their experiences as being satisfactory, yet the majority of merchants are inclined to look with much distrust upon any such methods. A number of them have felt they were taken in for the amount of their payment.

We have been advised by a number of dealers, who after giving the matter second thought and consideration, instead of distributing the catalogs, destroyed them, because they felt the method was not designed to encourage the dealer's customers to seek his place of business, but on the other hand, was really teaching their customers the habit of ordering from catalog houses.

We will be glad to have the experience of any of our subscribers along this line, but believe that in passing this word of caution we will be doing the majority of our readers a service.

The Oliver Hardware Store at Centralia, Wash., was recently incorporated with a capital stock of \$60,000. W. H. Oliver is president, C. L. Rickard, vice-president, and C. J. Oliver, secretary and treasurer. This was established by Mr. W. H. Oliver whose name it bears. They do a splendid business in all lines pertaining to hardware, house furnishing, sporting goods, automobile accessories, etc.

Reference was made recently to the incorporation of the Griffin Babb Hardware Co., Eugene, Oregon. One of the partners is G. Walter Griffin, whose father originally established the hardware business in Eugene in 1888 under the name of Starr-Griffin & Brown. Mr. Griffin entered the hardware business at the age of nineteen and has been continuously with it ever since. Mr. Babb, the other partner, has been connected with the Griffin Hardware Co., predecessor of the present company, for seventeen years, and is a well known and successful hardware man.

Louis G. and William C. Keller of Colville, Washington, were raised in the hardware business by their father, who was formerly in business in Cincinnati for some thirty or forty years. The Keller Hardware Co. have an attractive line of everything pertaining to hardware, tools, stoves, paints and oils, and are doing a general business in plumbing, iron and steel products. They also carry a stock of wagon materials, miner's and logger's supplies. Considerable attention is directed to sporting goods, automobile accessories. They report a splendid trade outlook, and have had no reason as to complain of business.

WOULDN'T BE WITHOUT IT.

Be sure and continue my subscription to that splendid paper, the "Hardware World."

I wouldn't be without it.

A. H. GRISWOLD.

Altorfer Bros., Roanoke, Illinois, manufacturers of high grade power washing machinery, advise us they have removed their general offices from Roanoke to Peoria. This change has already been made, but they are not discontinuing their Roanoke factory, as they will maintain a branch office and factory at that point also.

Messrs. J. A. Potter and George Hutchins have purchased the business of the Boeske-Dawe Hardware Co., Santa Barbara, Cal., and have taken possession. They were formerly engaged in business in the Imperial Valley, and are enterprising and progressive hardware men. They plan to materially add to the stock, and increase their facilities.

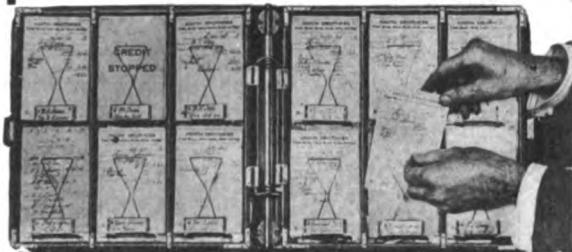
The Hamrick-Skinner Co., a new organization formed at Los Angeles with headquarters at 413 E. 4th St. are distributors and jobbers of aluminum ware, pottery, mops, polishes, etc. The new firm succeeds G. S. Hamrick, who has been a factor in the distribution of aluminum cooking utensils and R. W. Skinner a manufacturers' representative for lantern globes, polish mops and household specialties. They are also the Pacific Coast representatives for the Roseville Pottery Co. of Zanesville, Ohio.

An item which appeared in our last issue mentioned the Mason Hardware Co., Pasadena, Cal., as being a live and enterprising hardware establishment, handling hardware, house furnishing, etc. This was a typographical error for while Mr. Mason is general manager, and is assisted by his son, the name of the firm is the Live Hardware Co., which perhaps is even more expressive than the Mason Hardware Co. They are very enthusiastic over the outlook. Mr. Mason, Jr., is in charge of the paint department. Three auto delivery wagons are used in taking care of their trade. They are located at 1017 Mission St., South Pasadena.

Rapid Account Registers Make Credit Business Safe

For Hardware and General Stores,
Contractors, Plumbers and Blacksmiths.

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Operates flat open—Closes up like a book

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WRITE FOR PRICES
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MILLS AT
YOUNGSTOWN
OHIO

MILLS
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OHIO

Large Stock in San Francisco

£ 59 - 365 MONADNOCK BUILDING, SAN FRANCISCO



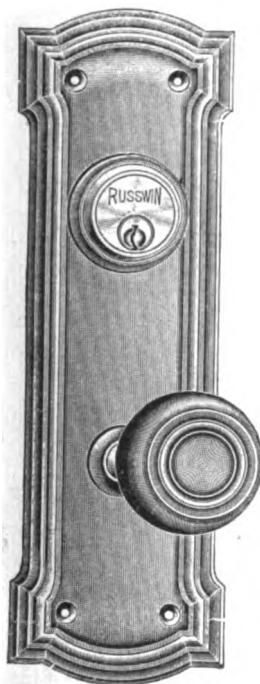
JOHN P. MAXWELL,

The new president of the California Hardware Association. Mr. Maxwell is likewise counted as one of the most successful hardware men in the West, doing probably the largest retail hardware business in California.

In previous issues we have referred to Mr. Maxwell's enterprise and progressiveness, and it is safe to say, as the executive of the California Association, he will put into practice the same principles that have made his own business such a splendid success.

RUSSWIN

Locks and Builders' Hardware



We are now carrying in stock a complete line of RUSSWIN Locks and Trim in both Bronze and Steel Designs, put up in neat boxes with factory labels and numbers.

Our stock is complete and ready for delivery.

Place your order now.

Dunham, Carrigan & Hayden
Company

SAN FRANCISCO

CALIFORNIA

Jobbers as Trade Factors to Benefit the Retailers

Editor "HARDWARE WORLD":

THREE is probably not a Hardware convention held anywhere in the country but what more or less attention and discussion is given to the Jobber as an economic factor in the retail trade, and the merchant must be regarded as short-sighted who thinks there will ever be a time when, at least in the history of the present generation, the jobber will not be recognized as the most important and vital factor in the retail merchant's success, just as the retail merchant must naturally be looked to as the principal source of supply for his own community.

As a matter of fact, while there are some lines that a retailer finds it to his advantage to purchase direct, and many jobbers are free to admit it, yet take the great bulk of merchandise that the retailer handles, there is no denying the fact that it has proven most economical in every way for the retailer to patronize his jobbers.

Articles have appeared in your pages from time to time bearing on both sides of this question, and speaking from an experience of twenty-five years in the retail business, the writer believes that instead of the day of the jobber passing, as one or two have spoken at a recent Convention, that the jobber is becoming more and more a vital factor in the retailer's success.

Considering the question of "Turn-over" alone, it does not take a mathematician to figure out the many advantages of dealing with jobbers who are in position to supply goods promptly, making the investment in the business far less than it otherwise would be.

So that from the standpoint of both time and money, good jobbers conveniently located are to my mind a most essential factor in a retailer's success.

In these days of quick changes in market prices, no dealer could hope to keep informed on the many changes in all lines that are taking place even if he had a private wire running into his establishment.

Successful jobbers find it necessary to have one man watching each department and their facilities for obtaining information through various sources are far greater than any retailer could possibly have.

Every jobber who has the interest of his customer at heart is always glad to keep his customers informed.

While there are certain steel commodities that many merchants find it advisable to buy direct, when they can, probably the jobber

himself does not object to this, for it is well known, such goods are sold on a far closer margin than the expense of doing business.

But the jobber as a convenient and ready source of supply has the means of enabling the dealer to do business on far less capital than he otherwise could, affording quick "turn-overs," will to our mind continue to be a vital factor in the retailer's success.

S. H. COMPANY.



DEATH OF W. T. J. LOWE.

In the passing of Mr. Lowe, the inventor and manufacturer of the celebrated Lowe's Star and Buffalo Baits, the fishing tackle business has lost a well-known representative.

For a third of a century he was engaged in manufacturing high grade fishing tackle, establishing the business in 1883, recently the business, including the trade-mark rights and good will, was transferred to the Pfluegers, operating the well-known Enterprise Mfg. Company of Akron, Ohio, fishing tackle works are the largest factors in this line in the United States.

READ AND RE-READ.

We look forward to receiving the "Hardware World" each month; in fact, we must have it. We all read it, and then we read it to our customers (when we have time).

PIT RIVER HARDWARE CO.

The A. F. Tomasini Hardware Co. and the Schiucker Hardware Co., Petaluma, Cal., have purchased the stock of the Scott Hardware Co.

The Emigh-Winchell Co., Sacramento, report trade is starting out with them in a most excellent manner. They carry a large and complete line of everything pertaining to hardware and household furnishing. They have no reason to complain of the trade outlook.

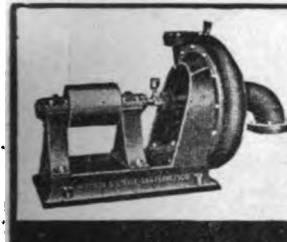
John Felger, a well known harness dealer at Lakeport, Cal., has sold his business to Burt G. Sayre, a local hardware dealer, which he will consolidate with his store. Mr. Sayre has many departments, the harness being his latest. He carries a complete line of builders' hardware, household furnishing, stoves, ranges, roofing, as well as implements and vehicles, automobile accessories and sporting goods. He reports a very splendid trade outlook.

Wells-Keener Co. has been dissolved at Huntington Beach, Cal., Mr. Keener retiring and the business will be conducted by Perry O. Wells, who conducted the business prior to the formation of the partnership.

F. W. Korsmeier, a hardware merchant of Latah, Wash., has purchased a building which he will convert into a garage for use in connection with his business.

The Colton Oil & Implement Co. at Colton, Cal., handling a line of implements and farm tools generally, report a very satisfactory trade.

The Hub Hardware Co. at Colton, Cal., which has been under the management of D. D. Philips, reports a very satisfactory trade and a splendid outlook. They handle a full line of hardware, house furnishing, as well as plumbing supplies, automobile accessories, stoves, ranges, paints, etc.

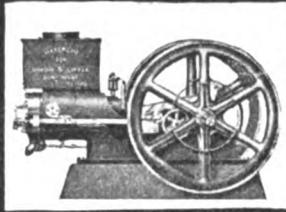


WOODIN & LITTLE

PUMP HOUSE

33 TO 41 FREMONT ST. SAN FRANCISCO, CAL.
PUMPS FOR EVERY SERVICE AND USE
FOR IRRIGATION—Power, Belt, Electricity, Air, Vacuum; Ship, Spray, Wine, Oil, Mines, Steam, Water Works, Wind Mills, Road Sprinkling, Rams, Hand, Deep and Shallow Well Pumps, Goulds Celebrated Triplex Pumps.

W. & L. PNEUMATIC WATER SUPPLY SYSTEMS
Pipe, Pipe Fittings, Brass Goods, Tanks, Wind Mills.



Send for our large No. 36 Catalogue Mailed Free.

GASOLINE ENGINES

Inquire of your Local-Dealer for full particulars.

"Pittsburgh Perfect"

Wire Nails

ALL KINDS

Barbed Wire

Baling Wire and Ties

AT RIGHT PRICES TO YOU

PITTSBURGH STEEL CO.

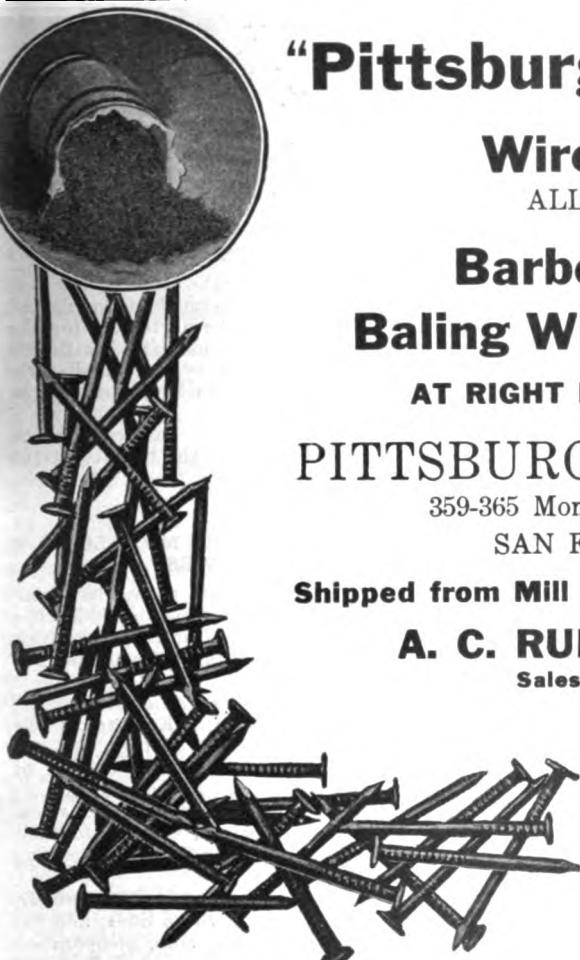
359-365 Monadnock Building

SAN FRANCISCO

Shipped from Mill or San Francisco Stock

A. C. RULOFSON CO.

Sales Managers





LACK OF PHYSICAL STRENGTH NO OBSTACLE TO FEMININE ACHIEVEMENT.

That sport is not to be left wholly to men is becoming more and more evident, and it is especially apropos in the far West where women have been recognized as possessing equal mentality and ability, as is evidenced by the men giving them the right of suffrage or voting. It is particularly fitting also that they should take their place with them in their sports and pleasures as well as in business.

It isn't because the editor has always been one of the original advocates of permitting women to vote, and have an equal voice in the management of political affairs, but there are thousands of men all over the country who have outgrown some of the old-fashioned notions they have been accustomed to accept. That this feeling is growing one doesn't have to possess any unusual amount of wisdom to discern.

It remains, however, for a western woman to establish for herself the reputation of expert in the difficult field of trap shooting, and the "Hardware World" is glad to show a photo of Mrs. Ada Schilling, whose skill and marksmanship is second to no other in the country.

Mrs. Schilling has always been more or less fond of fire arms, and shot the rifle for a number of years, when she thought she should like to perfect herself in the shot gun field. She has been shooting over the traps now for three years, and finds there is a great deal of practice required before she can consider she has reached perfection.

She has been very fortunate in being able to attend a number of the tournaments, and this has helped her a great deal, for shooting over different traps and under varying conditions, gives one confidence.

One has often heard the remark that "such and such" a person is a natural born shot, but Mrs. Schilling believes shooters are made, self made, ground out of the hard old mill of experience and good hard grinding practice at that. Some times she has come home from the traps just treading on air, for she thought she had found the secret, and it would be easy from that time on, but the next time she found there were still other secrets to learn.

Up to date she is the proud possessor of twelve silver cups, and four gold medals, all but two of which were won in open competition, and the two in question were emblematic of the lady championship of California and the Pacific Coast.

Out of 8400 shooters who broke 2000 tuckets apiece, Mrs. Schilling stood 113th according to the interstate records recently issued in New York City. Her skill at the traps, therefore, not only gives her the highest place among women shooters for 1915, but she made a record against all comers, both men and women, which a large number of crack shots might envy. Mrs. Schilling's average was 87.08 per cent for the year.

She shoots the regulation trap load, 3 drms. 1½ ozs., and has fired as many as 325 shots in one day, shooting the regular events, two hundred targets, and the rest were necessary to win a medal. She tied one of the men for it, so one can see it does not always take a large physique to stand the grind of a long race. She weighs only 95 pounds, and is only 4 feet 11 inches high.

Mrs. Schilling is quite desirous of attending the Grand American Handicap this year, but has not as yet decided. It is safe to say, however, that a woman of her skill and ability and possessed of her patience will be heard from even in a greater way before many years to come.



JOS. A. ADDLEMAN NEW MANAGER FOR WRIGHT & DITSON.

Jos. A. Addleman, formerly northwestern representative for Wright & Ditson, and who has been connected with the sporting goods trade in the northwest for the last nine years, and also has been identified with the Archer Wiggins Co. for four years, is now the Pacific Coast manager of the San Francisco house of Wright & Ditson.

Mr. Addleman reports the liveliest business on the Pacific Coast for years, and believes the balance of the year will continue remarkably well.

NEW REPRESENTATIVE FOR THE MURALO CO.'S PRODUCTS IN THE WEST.

Mr. A. L. Greene, one of the best posted men connected with the trade, has been appointed Pacific Coast manager of the Muralo Co., New Brighton, New York, for their products, representing them on the Pacific Coast.

The factory brand of the Muralo Co.'s products, known as Dutch Kalsomine, Calo-tint, Kalresco, Uncle Sam's wall finishes, Concreto cement coating, etc., are well known to the trade, and a splendid volume of business has been developed all over the country.

It will be Mr. Greene's special province to co-operate with their jobbing connections, keeping to their sales policy to distribute only through the jobbing trade in the West.

They were most fortunate in securing a man of Mr. Greene's knowledge and ability in these lines, and the western trade can depend upon his close co-operation and support.



Attention is directed to the announcement of the Emil Grossman Mfg. Co., Brooklyn, New York, the well known manufacturers of the Red Head and Ever Good line of automobile accessories.

They are in position to make attractive propositions to every dealer handling automobile accessories, and this means practically every one of them.

No line has been taken up with such enthusiasm in recent years as the auto accessory line.

We are showing herewith a photo of their Terminal and Battery Connector Assortments. These are good money makers and time savers, and an assortment properly displayed will of itself make sales that the merchants have dreaded on account of having to dig through a mass of miscellaneous and disorderly accumulation or obsolete and tarnished terminals.



Red Head

These cases contain every type of terminal and battery connector that is in demand—each style being in a separate compartment—on the inside cover their illustrations that show how and where the terminals are used.

Dealers will find this a most conveniently arranged assortment, and one it will pay them to feature.

In assisting the merchants who make window displays, they offer to furnish a Red Head Window Transparency in three sections showing red, green and orange. This Transparency is 11 inches by 63 inches, and is adapted for the top of the window.

Their methods of co-operating with the trade, not only in the quality of their goods, but assisting them with displays and making sales makes the Emil Grossman line a most desirable one to handle.

Fred Bressler, manager of the Bressler & Son Hardware store, Springfield, Ore., has resigned his position and his place has been taken by Charles Walker, formerly of the firm of Walker & Wright.

The Colton Hardware Co., Colton, Cal., have a complete stock and are one of the most progressive firms in Southern California. They carry hardware, household furnishings, sporting goods, and have no reason to complain of trade or of the outlook. Everything is moving along with them in a most excellent manner.

AUTOMOBILE ACCESSORIES DESIRABLE FOR RETAIL MERCHANTS.

At a number of the Western Hardware Conventions, the question of the advisability of dealers going more largely into the sale of automobile accessories has been quite thoroughly discussed, and the experience of practically everyone who has taken up the sale of automobile accessories to any extent has been most satisfactory.

Many dealers said that casings or tires were a most profitable part of the business. Others said that while they could not trace a very large percentage of profit to such products, yet they found it brought customers to their store for other lines. Taken altogether they were greatly pleased with the development of trade that had resulted from putting in auto accessories and tires.

The Palouse Hardware & Implement Co., Palouse, Wash., have gone into the automobile business in earnest the beginning of the year. They report doing a very satisfactory business, and expect 1916 to be a splendid year in automobiles and accessories, as well as hardware and implement line.

AUTOMOBILE ACCESSORIES



If you handle Auto Accessories, Motorcycle and Bicycle Supplies and Bicycles, why not get in touch with a Wholesale House that handles this line exclusively and place yourself in a position to serve your customers with anything they could possibly require in this line. You should have our catalog as a reference. Write for it. It will mean big business to you. Our motto—"If it's kin to an auto it's related to us."

MOTOR CAR SUPPLY CO.

1451-53-55 Michigan Ave.,
Chicago



SKATE EXPERIENCES OF QUINCY P. EMERY.

While roller skates have been in vogue from one end of the country to the other, yet the roller skating rinks have found a lively competitor in ice skating rinks.

Ice rinks can be operated in mid-summer, even in warm climates, without any great difficulty.

As a matter of fact, there is an added attraction in the ice skating rink in the warm climate that makes it all the more enticing, for what could be better on a hot day or evening than to take a spin over the ice.

The wonder of it is, as many say, that it was not thought of before, particularly is this true on the Pacific Coast, where ice skating rinks are becoming most popular.

A short time ago, a large rink was opened in Seattle, and the skate business was developed to such an extent that orders were wired in each night, shipments coming by express.

The same thing happened in Portland, Oregon, and Bailey-Drake Company, the Pacific Coast representatives of Barney & Berry, inform us that they will have a repetition of it in San Francisco, Oakland and Los Angeles and other Western cities, as movements are on foot now for the construction of additional ice skating rinks in these cities.

It is well for dealers in sporting goods, hardware and department stores to be prepared for a business which is developing very rapidly.

Mr. Quincy P. Emery, who recently took charge of the Bailey-Drake Company office at Seattle, was the man who was most successful in his sales on ice skates.

Wright & Lacey, well known manufacturers' representatives of San Francisco with headquarters at 24 California St., report having added a number of new lines. They say that trade with them this year will probably be the best they have ever experienced, and are very optimistic as to the outlook.

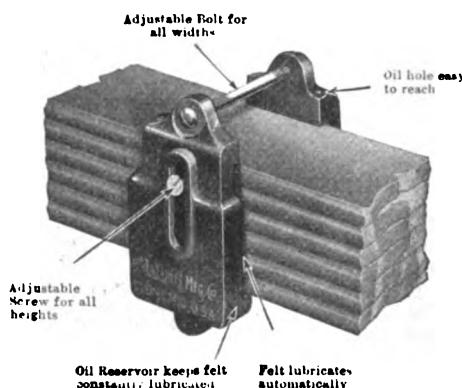
The Western Hardware & Implement Co., Lewiston, Idaho, have advised us they have disposed of their branch store at Nez Perce, Idaho, to C. F. Thomas and J. W. Jamison, who have taken over all the stock and fixtures belonging to the concern at that place.

DOUBLE ACTING AUTO HORN.

The Seiss Mfg. Co., Toledo, Ohio, are manufacturers of one of the best double acting horns we know anything about. It is operated by a touch of the hand, either to the right or left, for a short, sharp blast, or for a long continuous sound, and this is probably not surpassed by any other made. They claim this is the only horn on the market having these features.

It is guaranteed for ten years, it is positive in action, no ratchets, no spring pressure to go against, it being simplicity itself. The finish is black enamel, baked, with a highly polished nickel bell, or brass, or all black.

The Seiss Mfg. Co. will be glad to give full information to any of our readers upon request.



The Lazarus Manufacturing Company, of 762 Euclid Ave., Cleveland, Ohio, have added to their line of auto accessories, an Adjustable Spring Lubricator, so designed and constructed as to fit all sized springs, from a Ford to the largest truck.

The Lubricators are very easily attached and by Capillary Attraction the oil is automatically fed between the leaves, thereby stopping squeaks, keeping out rust, minimizing breakage and adding to the riding comfort of the car.

The trade will welcome the adjustable feature as it will eliminate the carrying of several different sizes in stock, and the come-backs and refunds due to the variation in sizes of springs.

Literature on this Spring Lubricator states that there is as much friction between the leaves of the springs when in motion as in any other part of the car. Spring Manufacturers claim that rust is the cause of 80% of spring breakage and this itself is caused by lack of lubrication.

The price of the lubricators is 50 cents each. Ford cars require four and other makes ten.

The Hyden Hardware Co. was recently incorporated at Los Angeles with a capital stock of \$10,000.

E. S. Burgon & Son, at Division St. and De Smet Ave., Spokane, Wash., are adding to their stock of hardware.

The firm of Denson & Philips, Davenport, Wash., has dissolved, J. B. Philips selling his interest to F. E. Denson, who will continue the business.

Robert Smallie and W. H. Gibbs are the proprietors of a new hardware store recently opened at Madera, Cal. H. J. Paterson is connected with them as head salesman. They intend to carry a full and complete line of everything pertaining to the hardware and household goods.



NEW GOODS



1916 MODEL RIM CONTRACTOR.

The Friedstedt Rim Contractor Co., 2929-35 W. Lake St., Chicago, are offering to the trade their 1916 model Rim Contractor, which easily, instantly and automatically opens, contracts and relocks, Baker, Kelsey, and Stanweld split demountable rims, either straight side or clincher. This device is especially designed. It supports both flanges of the rim, operates at the split, and provides a leverage of 20 inches to break the rust, open the lock, and overlap the rim ends.

It is neither a fad, fancy, nor experiment, but a tool of the proven worth of the most indispensable in any auto kit. Designed to be carried in the car, being less than sixteen inches long, weighing only three pounds, and, as easy to operate by the roadside as in the garage. The tool is applied, operated, and removed, with the tire and rim in an upright position; there is no sprawling on all fours with the tire and rim laying flat.



The Friedstedt Rim Contractor is automatic, positive, powerful, instantly applicable, operative and removable, and there are no bolts to tighten. Its simplicity and ease of operation are paramount features that contrast it with the laborious hammer and screwdriver methods, and that a boy or woman can operate it, should commend it to the most impractical.

This tool does in seconds what otherwise requires minutes. Tire changing is the universal drudgery of motoring and a device, that will alleviate the often times painful and distressing strong-arm methods, will positively appeal to every motorists and sell on sight.

SEDGWICK HAND-POWER DUMBWAITERS AND ELEVATORS

Manufactured and Guaranteed by Specialists. Send for Catalog and Discounts.

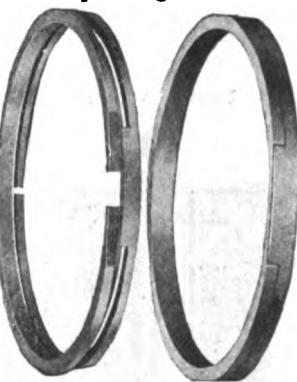
SEDWICK MACHINE WORKS

136 Liberty Street

NEW YORK

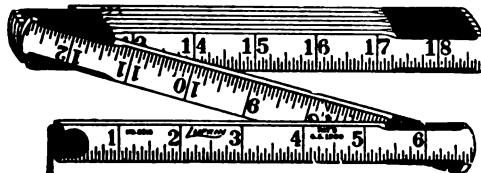
AUTOMATIC PISTON RINGS.

Du Bois Machine Shop, Inc., 118 Hudson Ave, Albany, N. Y. This is a two-piece concentric ring. One section is the full width of the piston groove and is L shape cross section, while the other is smaller and fits in the angle of the larger part. The split comes at diametrically opposite points. The width of the L ring is such that it seals the split in the square ring while the latter has a projecting part to seal the split in the L ring. The makers state that Automatic Piston Rings are absolutely tight and sealed against vacuum and compression. They claim that the Automatic Piston Rings are Oil-Proof and will increase the power of any motor.



HOOK ATTACHMENT FOR SPRING JOINT WOOD RULES.

Just the thing for taking measurements out of arm's reach, and handy for taking almost any measurement. A small, substantial hook fitted to the first end of Spring Joint Rules, so attached that with but a twist of the finger will fold up and remain flush with the edge of the rule, making it in appearance and for use same as ordinary rules without hook. Zero point falls at inside of hook when open, at extreme end of rule same as common rules when hook is closed.



This new thing has just been brought out by the Lufkin Rule Company of Saginaw, Michigan. It fills a long felt want.

FINEST TRADE JOURNAL EVER READ.

Allow us to congratulate you on the "Hardware World." Without hesitation I can say it is the finest trade journal that I have ever had the pleasure of reading.

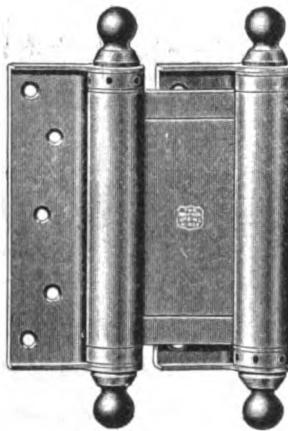
It is with pleasure we enclose remittance covering our subscription, and we will be pleased to receive same monthly.

WILLIAM P. KELLAND,
Manufacturers' Agent and Hardware Factor,
London, England.

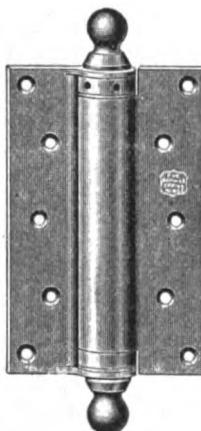
NEW IMPROVED BOMMER DOUBLE ACTION SPRING BUTT HINGE.

Bommer Double Acting Spring Butt Hinges are the only faultless and technically correct double acting spring butt hinges. They have the weight supporting bearings located to relieve both adjustable spring-holders from supporting the weight of the door, enabling both coil springs to respond freely and evenly in the barrels of the hinge when the door is opened in either direction, increasing durability and decreasing the breakage of springs. The pintle, flange and washer are interlocked, which prevents the ball tips from working loose and confines the wear at the bearings to steel washers which are easily replaceable. By this construction the durability of the hinge becomes practically unlimited and unequal wear of the barrel-ends is eliminated. They are made of wrought steel, bronze and brass, in all finishes, and have steel bearings throughout.

Double Action.



Single Action.



Bommer Brothers of Brooklyn, N. Y., have been awarded the Gold Medal of Honor at the Panama-Pacific International Exposition for superiority of construction of their Bommer Spring Hinges, again demonstrating the opinion that no better Spring Hinges are made than Bommer Spring Hinges.

Two new numbers have been added to the line of Spoke Shaves manufactured by the Stanley Rule & Level Co., New Britain, Conn.

The distinctive and important feature is the method of adjustment. This can be done quickly and accurately both endwise and sidewise by means of the two adjusting screws which engage the slots near the top of the cutter.

The Lever Cap fastens the cutter in such a manner as to bring an even pressure on the cutting edge.

The cutters are made from a high grade of steel, well tempered and sharpened ready for use.

The Handles are japanned and through each a hole is made to enable the owner to hang the tool up out of the way.

Made in two styles—No. 151, which has raised handles, and No. 152, having straight handles.

The Burns Hardware Co., Burns, Oregon, were unfortunate in suffering a fire loss, but the fire was discovered in time to prevent destruction. The loss is covered by insurance.



"PREPAREDNESS" FOR THE HARDWARE DEALER.

The idea of preparedness is in the air, and does not alone apply to military and civic operations any more than it does to the hardware dealer. It is equally important that he should be prepared to take care of sanitary questions, and the wise dealer will get in his stock early, and in addition to that will notify his customers he is prepared to take care of them on fly traps, for example.

A. B. Avis's sanitary fly traps have been thoroughly tested in every way, and have been endorsed by boards of health and civic organizations generally, and the trade in the West can be supplied by a number of western jobbers.

If any of our readers are out of the territory in which jobbing connections are mentioned in the announcement of the Avis Sanitary Fly Trap, the A. B. Avis Co., Pomona, Cal., will be glad to give full information.

HIGH GRADE STEEL FISHING RODS.

The Richardson Ball Bearing Skate Co., Chicago, manufacturers of the Van Doren steel fishing rods, "the good kind," as they are so aptly termed, which have achieved an enviable reputation the country over, advise us that they are in position to make prompt deliveries on all orders, as they have amply provided themselves with all materials, and are able to give prompt service to the trade.

They have improved the old Van Doren line of fishing rods in every respect, and claim to make the best medium priced steel rods on the market. They compare in trimming and make up with rods of the highest grade and price, these being made from the best quality Sheffield steel, tempered in oil, and every rod is fully guaranteed.

Their El Compacto Telescopic Rod embodies features which make them highly desirable where bushes and other obstructions are unavoidable, and where a short rod is more convenient to handle when moving from one point to another.

The adjustments of these rods can be made without the slightest trouble to any length desired, and will remain firmly set at any position. Their bait and fly rods are furnished with reversible handles and can be used for either style of fishing by simply reversing the grip.

Another of this well known brand is their Brookside, Vee Dee Rods, which are of excellent quality and compare favorably with any medium priced rod on the market. The finish of their rods including both the nickel plating and enameling are unsurpassed.

They are prepared to quote special discounts to the trade, and will be glad to give full information to any of our readers upon request, as well as to forward their catalogs.

TAKES "HARDWARE WORLD" TO BED WITH HIM.

Enclosed find our check for renewal of four subscriptions to the "Hardware World." We have the finest bunch of boys to be found anywhere, as far as enthusiasm, harmony and interest in the welfare of our little store is concerned.

I have no hesitancy in stating that to a very large extent this is due to the fact that they are readers of the "Hardware World" and other magazines.

The writer himself takes the "Hardware World" to bed with him, and many a time it has made money for us.

H. L. SUNDERMANN.

EVER-READY CARBON REMOVER.

Attention is called to the announcement of the Ever-Ready Mfg. Co. of 4061 Easton Ave., St. Louis, Mo., manufacturers of the Ever-Ready guaranteed Carbon Remover and Engine Cleaner.

Carbon, the "black plague" of motordom, comes from mineral oils and consists of soot cemented together with asphaltum, the effect of the mixture being similar to that of mixing cement and water together.

No invention has yet appeared on the market which will prevent the formation of carbon in gasoline engines, for as sure as mineral oils are burned within the cylinder of an engine you are bound to have soot, asphaltum and—carbon.

Every autoist knows the effect of carbon deposits in a gasoline engine, which is most annoying to the operator, and injurious to the motor. It will cover the spark plug points, thereby preventing the spark from jumping from point and causing missing. It partially fills the combustion chambers and causes over heating and loss of compression, which in turn causes a loss of power and knocking.

There are three methods of removing carbon. One by tearing down the motor and dismantling it, which requires several days, and an expense of from \$10 to \$30. It also requires an expert mechanic to make the fine adjustments necessary.

The second method is by removing it with Oxygen Gas. This requires from one to three hours and costs from \$3 to \$8, but it is claimed that the Ever-Ready Carbon Remover is the cheapest, safest and most satisfactory method of removing carbon, and requires but thirty minutes' time, costing only three cents. It will not injure any part of the motor.

Ever-Ready guaranteed Carbon Remover is a liquid, which when heated is immediately converted into gases which completely destroy the asphaltum contained in the carbon, leaving only a black powder or soot which is blown from the exhaust when the motor is started. It contains no acid, is not injurious to human flesh, and will not injure metal of any kind.

Ever-Ready guaranteed Carbon Remover is guaranteed, and dealers in auto accessories will find this a profitable line to handle.

HERE IS A GOOD SUGGESTION.

Efficiency is a good "Open Sesame" for the hardware salesmen. Show a man how to produce better work in his shop or factory and he will listen to the end.

One of the largest hardware dealers in Cincinnati sells to many factories and industries. Learning that the Icy-Hot Bottle Co. recommended the use of vacuum bottles for workmen's lunches as a way to promote efficiency, this firm at once investigated. The idea of course is that workmen who bring hot soup or coffee, in an Icy-Hot Bottle from home, will work better in the afternoon than after a wholly cold lunch or wretched food eaten in a cheap lunchroom.

Hearing of this, the hardware house at once posted its salesmen to explain the suggestion to big industrial customers.

Wales ordered a large supply of posters from Icy-Hot Bottle Co., which are to be placed, if the firms appeal to it, near the time-clocks, so the men can understand the idea of improving their health and enjoying their noon meals by bringing from home nourishing hot food or drink. If one of the most enterprising retailers in a big city takes up an idea so willingly, it may be practical for smaller concerns wherever there is an industry or mill.

A. E. Junker, a pioneer hardware merchant of Yreka, Cal., has disposed of his business to J. M. O'Neill, who has taken possession.

A SENSIBLE FRUIT PICKING BAG.

Fruit growing, especially where it is done on a large scale, and handled in an efficient manner, always calls forth an inventive genius, that will enable the crop to be handled with the least possible loss, and in a short time.

While there are many famous fruit districts, each state in which the "Hardware World" is read having a number of them, yet it is no disparagement on the others to say that none surpass the famous Wenatchee Valley, Washington. Here the fruit is handled on a very large scale, and in the most approved manner.

The Wenatchee Hardware Co., who are large factors in the trade in this section, are the inventors and patentees of a bag that is largely used wherever it has been introduced.

We are showing a picture of this bag all ready for use.

The mouth of the bag is a novel shape, admitting the putting of the fruit in the bag with either hand, or using both hands at the same time, and when bag is full it is emptied by placing the bottom of the bag in a box, releasing a snap.

Thus it will be seen that the taking of the fruit from the tree and delivering it in the box is done with the least exertion and with the highest rapidity and least liability of injury to the fruit.

As the bag is shown in cut it will hold about a bushel. When snapped at the frame where strap is fastened in front it will hold about a half bushel. The frame is heavy enough to keep its shape, the canvas is 10 oz., and every point is reenforced where from experience it has been found necessary.

This bag is acknowledged by the growers of the Wenatchee Valley and Yakima Valley to be one of the best bags now on the market. The bag is also being used for gathering vegetables.

The Wenatchee Hardware Co., Wenatchee, Wash., will be glad to give further information to any of our readers upon request.

We read with much interest the "Hardware World" and believe it has done more toward the success of the association than any other.

The present condition of the Pacific Northwest Association owes much to the untiring efforts of your work personally and your publications.

"That which tends to draw men closer together, better acquaintance, better understandings, friendlier business relations, inspiring them to make the most of their opportunities, breathing into them the "Spirit of the Hive," is serving its patrons well and doing a noble work."

POOL HARDWARE CO.



ARISTOCRATIC COUNTRY CLUB PAVES WAY FOR NEW FLEXIBLE FLYER RACER.

The Tuxedo Club, occupying a fashionable country place not far from New York City, famous for its coasting, wanted a special sled adapted to the requirements of its track, which is one of the fastest in the country.

They got in touch with S. L. Allen & Co., Philadelphia, makers of the famous Flexible Flyer—the original steering sled—and told them they needed a coaster even stronger than the regular Flexible Flyer for their particular purpose.

The inventors thereupon set about to produce a sled that should meet the most exacting demands of use for adults, to which it would be put.

The result was so pleasing to the members of the Tuxedo Club after a thorough trial, that they ordered one hundred sleds right off. The following season they placed an additional order.

A demand arose in other parts of the country for this type of Flexible Flyer, and this led the manufacturers to put it on the market recently and call it the Flexible Flyer Tuxedo Racer.

This is a thoroughbred in every respect—designed with particular care for graceful form, unusual strength, ease of steering and increased speed.

These points are attained in the special construction which includes runners of Chrome Nickel Steel, noted for its strength and wear-resisting qualities. The seat is supported by four steel standards and benches, and in order to facilitate steering, is riveted only to the benches.

A notable feature is that the sled slopes about one inch from the front to the rear, which gives a racy appearance to its lines and contributes to the comfort of the rider.

The makers claim that this new racer is the strongest, fastest, and most durable sled that can be had.

Thomas Dorn has purchased a half interest in the Fort Bragg Hardware Co., Fort Bragg, Cal.

Ralph Duncan has purchased an interest in the Kerr Hardware Co., Patterson, Cal. Judge J. M. Kerr is the head.

The Empire Hardware Co., Moscow, Idaho, have been receiving some large orders from their local county officials for road machinery. They report a very satisfactory trade.

THE "HARDWARE WORLD" ENTHUSES AND INSPIRES" WRITES A MISSOURI HARDWARE MAN.

In enclosing my remittance for the "Hardware World", I want to tell you that it is indeed a pleasure to do so, because it is the most inspiring trade paper that I have ever had the pleasure of reading.

Each topic is treated in such an instructive, interesting, attractive manner, that any tired, worn out hardware man, by reading an article or two, will obtain enough inspiration and enthusiasm therefrom to carry him over obstacles that would in his former fatigued and depressed condition, have seemed absolutely insurmountable.

The merits of the "Hardware World" are many, and could be discussed at great length, but for lack of time and ability.

I want to extend my sincere wishes for the continuation of your good work.

H. W. GARRETT.

RICHARDSON BALL BEARING SKATES.

Richardson skates have held the world's record for thirty years, and are used almost exclusively in all the largest and most successful rinks in America, many of the skating rinks using several thousand pair of Richardson skates exclusively.

Skating continues to maintain its popularity throughout the United States, and is a summer as well as a winter sport.

The Richardson Ball Bearing Skate Co. were the first to put a steel ball into a skate roller, and in fact claim to have originated every essential feature in connection with the manufacture of roller skates in the past twenty-eight years.

They have always taken great pride in the quality, as well as the finish of their products, and in handling a Richardson skate a dealer knows he is handling one that will give satisfaction to the skater as well as to the dealer.

They will be glad to send their interesting catalog to any of our readers upon request.

EVER-READY GUARANTEED METAL POLISH.

This is an article placed on the market by the Ever-Ready Mfg. Co., 4061 Easton Ave., St. Louis. It is a rich cream polish for cleaning brass, copper, nickel, aluminum, steel, gold, silver and other metals.

It is adapted for use in the garage, the engine room, the stable, boat, hotel, office building, restaurant, saloon and household use. It leaves no greasy surface and is non-injurious. It insures a clean, bright future to all metal surfaces.

Ever-Ready Polish is sold at 35c per can, and is manufactured only by the Ever-Ready Mfg. Co., St. Louis, who will be glad to give full information to any of our readers on request.

The Cottonwood Hardware Co., Cottonwood, Idaho, report a very satisfactory business in automobiles, as well as accessories. The outlook with them is reported quite good for 1916.

The co-partnership of T. F. Heard and Ira Miles, doing business under the name of the Heard Hardware Co. at Myrtle Creek, Ore., has been dissolved. T. F. Heard will continue the business under the same name.

Fernando Rodriguez of Nogales, Ariz., who does a good business in hardware, household ware, as well as harness and saddlery goods, and vehicles, reports a very splendid season's trade, and the outlook all he could desire.

C. S. Mitchell, Grand View, Wash., has invented and patented an ingenious silo hinge, which acts on the gravity principle, and in that way takes advantage of the weight of the door and causes it to swing, which he plans to put on the market soon.

Hayes & Richeson, hardware dealers at Monterey, Cal., are enlarging their store facilities to give them the needed room for carrying an increased stock. They handle a complete line of hardware, household furnishings, sporting goods, auto accessories, etc.

O. O. Hodson, a hardware dealer at McMinnville, Ore., recently celebrated the 36th anniversary of his entering into business in McMinnville. He has the distinction of having been longer there than any other merchant. He reports a splendid outlook for 1916.

Walter Schreiber has associated himself with John Shimek in the hardware business at Odessa, Wash. This is a business that was recently established.

The Yuma Hardware Co., Yuma, Arizona, were successful in securing the contract for some large orders for supplies that are being furnished to their county.

The Odessa Hardware & Implement Co., Odessa, Wash., have become quite a factor in the distribution of automobiles and accessories, and have the agency for the Buick line.

The Marine Hardware Co., San Pedro, Cal., have found it necessary to increase their store and warehouse facilities, to carry an increased stock. A most excellent outlook is reported.

Hiram F. Faneuf has sold the sheet metal and plumbing department of his business to C. L. Long and O. E. Newhall, Santa Cruz, Cal. Mr. Faneuf will continue in the hardware business.

The Corona Hardware Co., Riverside, Cal., have filed articles of incorporation with a capital stock of \$25,000. The directors of the company are E. A. McGillivray, Lynn McGillivray and Evan Davis.

The John Madison Co., Ventura, Cal., are moving their stock of hardware from Ventura to Saticoy, Cal., where they will conduct a store at their old stand in Saticoy. They will carry an increased stock.

The Tomasini Hardware Co., Petaluma, Cal., have recently been increasing the facilities and appearance of their store, which is greatly improved, and are adding to their stock in anticipation of a very busy year.

J. C. Hutchinson has just purchased the hardware business of the Calipatria Hardware & Lumber Co., Calipatria, Cal., and has taken possession. He will add materially to the stock of hardware and household lines.

W. J. Corbett Hardware Store in Tucson, Arizona, was recently burglarized of a small amount of cutlery and fire arms, and now in view of the present Mexican situation such goods are in constant and universal demand.

Taylor-Hart Hardware Co., Brawley, Cal., have added materially to their floor space and also to their warehouse facilities in order to give them room for carrying an increased stock. Trade for them is going to be unusually good this year, they believe, and they are making preparations to handle it.

"HARDWARE WORLD" UNIVERSALLY READ.

While the hardware business might be improved somewhat, I tell you I certainly don't see how the "Hardware World" could be.

I read the "Hardware World" from cover to cover, and then I give it to my son to read, so that you are doing splendid work.

It is certainly a publication that is alive and up to the situation, and I am glad to know it is so universally read.

JOHN WINDISHAR.

An Educator for the Merchant and Salesman

The advertising pages of the "HARDWARE WORLD" are one of the splendid educational features of it.

They serve as a persistent educator of the best goods, most economical labor saving appliances, best mechanical equipment and most profitable selling lines.

They give the talking points, the merits, the selling points, of the various lines that are usually handled by the hardware merchants.

In no other way can a merchant or a salesman get the points so quickly and so effectually as by noting our advertising pages.

It is always the man who is best informed of what is to be had, where it is to be gotten quickly and cheaply, what its merits are, that is the best salesman.

The knowledge gained from its advertising pages probably in the majority of cases, is acquired unconsciously and without mental exertion.

A dealer or a salesman is perhaps wholly unaware that he is getting a valuable addition to his general knowledge of merchandising and of the goods that he sells.

"A MAN CAN'T KNOW TOO MUCH ABOUT THE GOODS HE SELLS."

The "Hardware World" believes this, even though it is not always desirable to take time to tell every customer the methods and care used in the manufacture of various products, but you will find many customers who will be interested in having you give them a little story of the methods of making various lines. They will appreciate this to such an extent that they will frequently come back to you for other purchases and more information.

We all know salesmen with whom it is a pleasure to do business, and who in a brief but interesting way could tell something to arouse our interest and curiosity and make us appreciate to a greater extent the goods we were buying.

In the June issue of Salesmanship, the House Organ of the Columbian Rope Co., there is a little story about Sisal fibre, which traces the products of the Columbian Rope Co. from the raw product to the finished article.

A Little Story About Sisal Fibre.

In Yucatan, Mexico, there grows a species of Agava rigidia,—called by the natives henequin (pronounced hen-e-kin). The commercial name for the fibre obtained from this plant is commonly known to be Sisal.

Sisal is a smooth, straight, light yellow fibre averaging anywhere from $2\frac{1}{4}$ to 4 feet in length. It is inferior to Manila in strength and is less flexible.



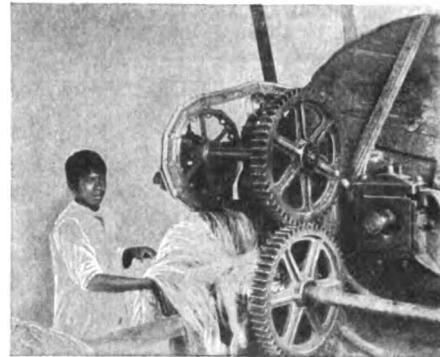
It is not as desirable for marine purposes because it decays more rapidly in salt water than other fibres used in the making of rope.

In procuring Sisal fibre,—they cut the leaves of the henequin plant, and not the trunk or stalk, as is



done with Manila. In the illustration you will see the natives busily at work with a hook-shape machete similar in some respects to an axe.

If you should take a trip through Yucatan, you would find plantations spread over acres and acres,—and as far as the eye can see, all given over to the



growing of the henequin plant. The plantations are cultivated and spaced out in such a way that one would be inclined to call the plantations "henequin orchards."

If you should be fortunate enough to take a trip through one of these plantations, it would not be very long before you would find that here and there were narrow gauge railway tracks. Over these tracks miniature flat cars are drawn by patient, sleepy mules. A



smile comes over your face as you recall the horse-cars of olden days, for you can't help making this mental comparison.

As soon as these leaves have been cut they are tied in bunches and loaded upon the flat cars. You may see a car loaded with henequin leaves, coming from the outskirts of the plantation, on its way to the mill where the vegetable matter is removed.



Unlike Manila fibre,—Sisal is cleaned by what is called a Decorticating (De-korti-kating) Machine. This method of cleaning is possible, because of the different texture of Sisal, as well as the fact that it is shorter than Manila in length. The leaves go in at one end, and inside the machine the vegetable matter

is removed, leaving nothing but the "strings,"—or what we know to be Sisal fibre.

After the fibre is cleaned in the Decorticating mill, it is carried outdoors, and hung over racks. In this way it is thoroughly dried by the air and sun. Walking out and around the Decorticating mill, you will see row after row of wooden frame work on which the



fibre is hung for the purpose of drying. When the fibre is thoroughly dried it is gathered and taken to the pressing mill. Here the hanks of fibre are twisted and pressed into large bales about the size of a bale of cotton.

Then the bales are ready for another trip on the mule-cars. In some cases the plantations are so near Progresso, which is the shipping point for Sisal fibre, that the bales are delivered direct to the wharf there.

A great deal of this fibre is shipped direct to us at the Columbian Mills. It is needless to say that only the very best quality of Sisal fibre is shipped to the Cordage City,—Auburn, N. Y.

That is one of the main reasons why Columbian Sisal Rope is superior in many ways to the ordinary



Sisal Rope that is sold to dealers on the basis of price, and without any consideration for quality.—Salesman-Ship.

John Cage of Boise, Idaho, has charge of a branch of the Kerr Hardware Co., Pocatello, Idaho.

The Filer Hardware Co., Twin Falls, Idaho, are building a new garage to be used in connection with their business. They are adding to their stock and report a splendid trade outlook.

Announcement has been made by President George W. Anderson of the resignation of Charles H. Hersee as secretary-treasurer of the Imperial Valley Hardware Co., El Centro, Cal. He was succeeded by Howard P. Meyer, vice-president of the company and manager of the furniture department. This institution are large factors in hardware and kindred lines throughout the Imperial Valley.

The Walker Hardware Co., at Walla Walla, Wash., are adding to their facilities and increasing their stock.

W. E. Jones is entering into partnership with W. J. Jones in the implement business at Coulee City, Wash.

A new store will be erected at Delano, Cal., which will be occupied by the hardware business of O. A. Classen.

W. M. Stroud has purchased Tom Ovington's interest in the hardware firm of Skrable & Ovington at Pomona, Cal.

Cook & Rice, hardware dealers at Coburg, Wash., recently suffered a loss of between \$4000 and \$5000 on their stock.

Henry Reiniger, a hardware merchant at Rathdrum, Idaho, has disposed of his business to W. H. Cochran of Sprague, Wash.

The Lebanon Hardware Store, Lebanon, Wash., was recently burglarized of a small amount of fire arms and ammunition.

Fred W. Seigel of Los Angeles has purchased the hardware business of L. A. Porter of Anaheim, Cal., and will continue the business.

J. A. Sneddon of the Gallup Tin & Hardware Co., Gallup, New Mexico, reports a very satisfactory season's business and a good trade outlook.

Rompage's Hardware Store at Hollywood, Cal., have been adding to their stock and improving their facilities for carrying an increased stock.

A. W. Templeman, formerly manager of the hardware store of A. W. Bogart at Los Gatos, Cal., has purchased the business, and will continue it.

James Martin, proprietor of the Martin hardware store at Olympia, Wash., will erect a new building 120 ft. square for the accommodation of his stock.

The Palouse Hardware & Implement Co., Palouse, Wash., have recently purchased property which they will use as a warehouse for implements and vehicles.

The firm of Denson & Philips at Davenport, Wash., has dissolved partnership, J. P. Philips retiring from the business, which will be continued under the name of Denson & Son.

Mr. Randall has purchased the hardware business of John Soehl at Oakdale, Cal. He has had many years' experience in the hardware business. He plans to add to the stock.

Williams & Curtis Hardware store in Libby, Mont., was recently destroyed by fire. The building and stock were insured for \$7000. It is understood they will continue the business.

The McLain Hardware Co., Nampa, Idaho, are planning to materially enlarge their automobile business, and will devote a part of the space previously occupied to implements and vehicles and to displaying automobiles.

New Ladd's Discount Book No. 3

A new and enlarged edition of this standard work, comprising the most comprehensive collection of discounts ever printed, as well as many other valuable computations for commercial purposes, is now ready, after months of preparation by the compiler and editor, William J. Ladd.

Is one of the greatest time and labor saving productions of the age. The net of any amount at any discount can be obtained in a second. The calculations have all been carefully checked. No proving is necessary. It is invaluable for pricing and checking invoices, figuring inventory, making prices figuring profit, etc. Note the equivalent discounts. Are they worth anything to you?

It contains more than 300,000 Computations Including New Discounts and Combinations which have come into use within the last few years. Nearly 600 pp., all double indexed.

60, 10, 10, 7½ & 2½.

Same as $\begin{cases} 55, 20, 10, 7\frac{1}{2} \& 2\frac{1}{2}, \\ 50, 20, 10, 10, 7\frac{1}{2} \& 2\frac{1}{2}, \\ 40, 40, 10, 7\frac{1}{2} \& 2\frac{1}{2}, \\ 40, 35, 10, 10 \& 7\frac{1}{2}, \end{cases}$

1	00.29 22	11	03.21 43	21	06.13 64	31	09.05 84	41	11.98 05	51	14.90 26	61	17.82 47	71	20.74 67	81	23.66 88	91	26.59 09
2	00.58 44	12	03.50 65	22	06.42 86	32	09.35 06	42	12.27 27	52	15.19 48	62	18.11 69	72	21.03 89	82	23.96 10	92	26.88 31
3	00.87 66	13	03.79 87	23	06.72 08	33	09.64 28	43	12.56 49	53	15.48 70	63	18.40 91	73	21.33 11	83	24.25 32	93	27.17 53
4	01.16 88	14	04.09 09	24	07.01 30	34	09.93 51	44	12.85 71	54	15.77 92	64	18.70 13	74	21.64 34	84	24.54 54	94	27.46 75
5	01.46 10	15	04.38 31	25	07.30 52	35	10.22 73	45	13.14 93	55	16.07 14	65	18.99 35	75	21.94 57	85	24.83 76	95	27.75 97
6	01.75 32	16	04.67 53	26	07.59 74	36	10.51 95	46	13.44 15	56	16.36 36	66	19.28 57	76	22.24 79	86	25.12 98	96	28.05 19
7	02.04 55	17	04.96 75	27	07.88 96	37	10.81 17	47	13.73 38	57	16.65 58	67	19.57 79	77	22.54 01	87	25.34 41		
8	02.33 77	18	05.25 97	28	08.18 18	38	11.10 39	48	14.02 60	58	16.94 80	68	19.87 01	78	22.84 23	88	25.63 63		
9	02.62 99	19	05.55 19	29	08.47 40	39	11.39 61	49	14.31 82	59	17.24 02	69	20.16 23	79	23.08 44	89	25.92 85		
10	02.92 21	20	05.84 41	30	08.76 62	40	11.68 83	50	14.61 04	60	17.53 24	70	20.45 45	80	23.37 66	90	25.22 07		

60, 10, 10, 7½ & 5.

Same as $\begin{cases} 55, 20, 10, 7\frac{1}{2} \& 5, \\ 52\frac{1}{2}, 20, 10, 10 \& 7\frac{1}{2}, \\ 40, 33\frac{1}{3}, 10, 10, 7\frac{1}{2} \& 5, \\ 50, 20, 10, 10, 7\frac{1}{2} \& 5, \\ 40, 25, 20, 10, 7\frac{1}{2}, \\ 33\frac{1}{3}, 25, 20, \end{cases}$

1	00.28 47	11	03.13 19	21	05.97 90	31	08.82 62	41	11.67 33	51	14.52 05	61	17.36 76	71	20.21 48	81	23.06 19	91	25.90 91
2	00.56 94	12	03.41 66	22	06.26 37	32	09.11 09	42	11.95 80	52	14.80 52	62	17.65 23	72	20.49 95	82	23.34 66	92	26.19 38

The section above shows a part of a page of the book. There are six tables on a page. Put your finger right on the net the hand shows: The net of 73 cents is 21 cents, \$7.30 is \$2.13, \$73.00 is \$21.33, \$730.00 is \$213.31, \$7,300.00 is \$2,133.11.

OTHER USEFUL TABLES

Net of One Dollar showing all discounts arranged numerically, with different ways given for their application.

Per Cent. Profit. Tables for adding percentage, affording an accurate and rapid way of making prices with profit added.

U. S. Money Into Foreign Money and Reversed. Pounds, marks, francs, kronen, etc.

600 Pages. Double Indexed. Size 8x11 inches. Cloth. Price \$5.50 Including Full Year's Subscription to the HARDWARE WORLD.

Numerical Arrangements of Figured Nets brings the different nets together numerically and increases the value of the other tables.

Twelfths of a Dozen or Gross. These tables, arranged on the plan of the Discount Tables, give the price of fractional parts of a dozen or gross.

Boatmen's Bk. Bldg.
Broadway & Olive
St. Louis, Mo.

Phelan Building
San Francisco

507 Pioneer Bldg. P. O. Box 1600
Seattle, Wash. Los Angeles, Cal.

730 Eleventh Ave.
Helena, Mont.

Norwest'n Bank Bldg. 220-225 Pacific Bldg
Portland, Ore. Vancouver, B.C., Can

211-215 Scott Bldg. P. O. Box 1615
Salt Lake City, Utah Spokane, Wash.



BUSINESS OPPORTUNITIES

WANTED.

To hear from owner of a good hardware store for sale. State particulars and price. D. F. Bush, Minneapolis, Minn.

ATTENTION, MANUFACTURERS.

If you are not satisfactorily represented on the Pacific Coast, outline your proposition to the Pacific Sales and Distributing Company, Wells Fargo Building, San Francisco, Cal.

FOR SALE.

Complete stock (Bazaar and household hardware). Established business. Good reason for selling. Price \$5,000. About \$9,000 stock. 3228 Adeline Street, South Berkeley, Calif.

HARDWARE.

Well established business at inventory cost. Prosperous foot hill farming community. Healthful. Beautiful natural surroundings. No saloons. Address P. O. Box 177, Newcastle, California.

WANTED.

A few reliable commission men. We have open a few choice territories on which we can give you an interesting proposition on our complete line of bicycles, Pioneer wagons, velocipedes, tricycles, autos, hand cars. Gendron Wheel Company, Toledo, Ohio.

SPLENDID HARDWARE STOCK FOR SALE.

A good assorted hardware stock with a few implements in the best sugar beet district in Colorado, located in the Arkansas Valley in Eastern Colorado; will invoice about \$6000, cheap rent, business good, personal reasons for selling. Colorado, care "Hardware World."

SIDE LINE FOR HARDWARE SALESMEN.

A revolutionary idea in heavily bought household necessity. Sample slips into pocket. Hardware dealers buy on sight everywhere. Liberal commissions and selling helps including big national advertising. Season now on. For particulars write "A. F. R.", care "Hardware World."

POSITION WANTED.

Married, thirty-three years old. Have devoted most of my life to hardware. Make a specialty of stoves and ranges. Figure paint and hardware estimates. Can buy, sell and handle any part as clerk or manager. Will buy an interest if store shows a future. Address XXX, care "Hardware World."

FOR SALE.

In one of the finest little cities of Southern California, a well established general hardware business. Best of reasons for selling. Wish to correspond with buyers only. Invoice about \$13,000. Extra inducement if sold within sixty days. Address P. W. C., care "Hardware World."

FOR SALE.

Complete stock of shelf and heavy hardware and farm machinery, also one lot of patent "Warren" hardware shelving. Located in good Eastern Utah town. Stock will invoice about \$5000 to \$6000. Will sell at a liberal discount for cash only. No trades considered. Address O. J. Bolinger, Fruita, Colorado.

POSITION WANTED

by experienced and competent general hardware salesman, especially qualified in sporting goods. Also first class window dresser and stock manager. Age 40 years. Sober, reliable and educated. Highest possible references. Will go any place on coast, with growing firm. Moderate salary. Address "B," care "Hardware World."

FOR SALE.

Clean stock of general hardware, stoves, paints, oils and housefurnishings. Town of 2000 people in best farming and dairying community in southwest Washington. Splendid school and churches. Stock and fixtures invoice about \$6000. Good reasons for selling. Fine chance for live man. Cash only considered. Address A. G., care "Hardware World."

I wish to trade a five-acre ranch in San Joaquin Valley, California, for a hardware stock in California. Ranch is all under hog tight fence. Five-room modern bungalow, barn, tank and tank house, young family orchard. About one and three-fourths miles from Porterville. Also have a new modern bungalow in Berkeley will trade. Give full particulars. George M. Miller, 920 Inyo Street, Berkeley, Calif.

FOR SALE.

Business, combining Hardware and Implement store and Lumber yard, in the new Date country, a rapidly developing section commanding special attention. Business now totals \$30,000 annually. No competition in these lines in the town. The location (on Southern Pacific east of Los Angeles) is good, and this offer well worth investigating. Address "G. W.," owner, care "Hardware World."

POSITION WANTED.

Mr. Hardware Man, do you need a salesman who can keep your books, do collecting or correspondence as well as attend to every detail about a hardware, or general store? Fifteen years with one retail hardware store, 6 years traveling salesman for large hardware jobber. Married, temperate, a hustler, not afraid of work. A-1 reference. No objection to small growing town. Salary moderate. Address Salesman, care "Hardware World."

American, married, fourteen years' hardware experience, made good in last position as manager. Have best of references as to ability, honesty and industry. Have no objection to small stores if live ones. Will consider any reasonable position outside of the larger cities or department stores. Experience in hardware five years retail, three years wholesale and retail, six years manager of retail store. Last position held is held open for me if I wish to return east. Address W. H. G., care "Hardware World."

TRAVELING REPRESENTATIVES WANTED

To represent as a side line some of the liveliest, most up-to-date trade publications. Adapted for dealers in the Hardware, Implement, Vehicle, Harness and Saddlery lines.

Need not interfere with any other business. Liberal commission paid.

Address by letter, giving full particulars. 1220 Boatmen's Bank Building, St. Louis.

**PLUMBING AND PROFITS.**

Some time since in our pages it was made clear that easy credit, for which the jobbers are largely responsible, in different contracts, for which the plumbers are in part responsible and the purchasing of materials because of the price rather than the quality, are among the principal reasons for unhealthy conditions in the plumbing trade.

There should be no reason why the plumber should be confronted constantly with the question of whether or not he is coming out whole on the business he transacts, since the plumber is probably better protected in the sale of material than men in many other businesses.

Comparatively few men enter the trade without a practical knowledge of it, which is always an advantage to any business—the plumber and fitter has an opportunity of making a profit on his materials as well as on his work, which is another considerable advantage.

It would, therefore, seem that a man engaged in this business would be even more successful than if he were to take up another line of work.

Cheap credit as a cause of trouble is a serious proposition at all times with both manufacturer, supply house and plumber. Many of the successful plumbers of today are indebted to credit favors for their start in business, and such extension of credit has in such cases contributed toward the betterment of the business.

On the other hand, some men who have started in business with very limited cash capital invested have been ruinous competitors and have made their settlements at much less than one hundred cents on the dollar.

Another condition which has led to loss of profits in the acceptance of contracts are competitors' bids without proper consideration for the cost.

The importance of properly figuring contracts can hardly be overestimated.

An additional factor is involved in the sale and installation of cheap materials which do

not give satisfaction in use and which involve the expense of additional time by the contractor in going over work with which fault is found by the customer.

We will welcome contributions from our readers with a view to plugging up leaks in the profits of the business.

Some men are like caroussals. They make a great noise and clatter, but never get anywhere.

Your face is the show-window of your soul, and your thoughts are the window trimmers. Why not have a window that people will be pleased to look at? Pleasant thoughts make pleasant faces.

The only real winner is the man who is square. Some think they can hang over the fence and dally with the forbidden, but oftentimes the fence breaks and the daring one ends up in a brown-and-white-striped suit.

System is the sunshine of the business world. Without it nothing prospers. If the solar system was established on as lackadaisical scheme as the average business, it wouldn't last six months. Success in a single word—system!

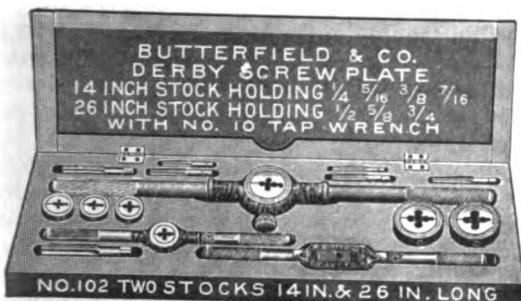
Listlessness is the rust on the engine of a dying business. No man thinks of running his automobile any distance on low gear. He throws it into "high." What use is there in running a business on "low?" It will hurt the business even more than the car.

Can man estimate the countless lives that have been lost because of broken promises, all the misery and hopelessness that has been caused by a failure to keep a given word? In business and private life, the greatest aim of every man worthy of the name is that his word shall be inviolate.

"Derby" Screw Plates

In Your Window or Show Case
Will bring to you that very desirable
customer

"THE EXPERT MECHANIC"



Catalogue on request.

BUTTERFIELD & CO., INC.
DERBY LINE, VT.

Kansas City Store, No. 310 Delaware Street.

CO-OPERATION

is the ruling principle of
present day successful
merchandising.

We aim to Co-Operate
with the Dealer at all
times.

We maintain extensive
Display Rooms with com-
petent Salesmen in at-
tendance for your use or
the use of your customers.

We refer all inquiries
regarding our "FAULT-
LESS" Fixtures direct to
the Dealer.

Our Stock is Complete.
Our Service Unexcelled.

M. L. KLINE

30 Years wholesaling Reliable Plumbing &
Heating Supplies in Portland.

84-86-87-89 Front Street PORTLAND, ORE



Favorite Oval Mirror



Cork Top Stool



Climax Medicine Cabinet



Only Absolutely Sanitary Line Made

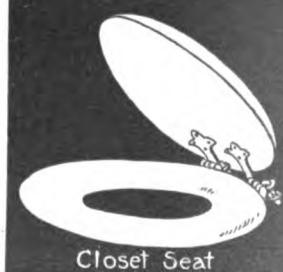
The LINE that APPEALS at ONCE TO YOUR TRADE, THAT MAKES CUSTOMERS FOR YOU AND BRINGS THEM BACK AGAIN. DISPLAY THESE GOODS AND SALES WILL FOLLOW. Each article covered with a preparation of celluloid called PYRALIN, put on in sheet form by our patent process.

NON-POOROUS, GUARANTEED NOT TO CHIP, CRACK OR FLAKE. Not AFFECTED BY HEAT OR COLD. Only SOAP and WATER NEEDED TO CLEAN IT. A necessity in all high-grade bath rooms, hospitals, hotels, public buildings, etc.

BEWARE OF WORTHLESS IMITATIONS.

C. F. CHURCH MFG. CO.
HOLYOKE, MASS.

These goods can be obtained from the LEADING JOBBING HOUSES IN THE WEST. INSIST ON THEM. If you cannot get them address for information, W. E. Glicherst, Pacific Coast Representative, Monadnock Building, San Francisco, Cal. These goods are sold by Holbrook, Merrill & Stetson, Crane Co., A. H. Busch Co., and all the leading jobbing supply houses.



Closet Seat

BATHROOM NOT USUALLY GIVEN ENOUGH DETAIL.

By W. R. Marshall.

The most important room in your home is your bathroom. Aside from any arguments regarding the necessity of the proper selection of plumbing fixtures for sanitary qualifications, has it ever occurred to you, no matter whether you rent, buy or build a home, that the one permanently furnished room in your home is your bathroom? Permanently furnished because it cannot be changed by any whim or fancy, yet as a rule the furnishing of that room is given the least consideration.

There is not one person in ten, to speak conservatively, who is satisfied with his bathroom, and it would not be a statement of extravagance to say that there is not one person in every hundred but who would like to have a better bathroom than he has.

This is due to several reasons. First, I would say it is due to yourself and the lamentable fact that you haven't been properly informed regarding the importance, value and comforts possible of your bathroom.

Secondly, you are at fault for the reason that when you employ an architect you do so with the idea of saving money instead of to get the best value for your money. You expect a palace at the cost of a bungalow.

Thirdly, the reason you haven't a better bathroom than you have is due to the plumber.

Plumber Fears Criticism.

The plumber is essentially a graduated mechanic, and as a rule does not possess the necessary training in salesmanship to enable him to properly present his wares. Again, due to an unjust disparagement of the plumber, he is too often diffident about making suggestions for the installation of better fixtures, as he feels he is courting criticism and condemnation whenever he attempts to educate you to the necessity of better plumbing, and will be accused of trying to unjustly boost your plumbing bill. For this reason he is apt to work along the line of the least resistance and give you just what you think you want. The result is that unless your selection of fixtures for that permanently furnished room in your home has been intelligently chosen you are recipient of just a bathroom, without any individuality, class or value.

The next time you are interested in the selection of plumbing fixtures for your home go to a registered and reputable plumber and ask his opinion regarding your plumbing. Have him prepare a specification suitable for your home. Ask him to show you the fixtures he would suggest and to explain their merits. Ask him to refer you to some homes where he has installed the plumbing, give him a chance to serve you, instead of attempting to get something for nothing, and you will get a bet-

ter bathroom than if you attempted to find out how much money you can save on the plumbing bill. The plumbing contract is no place to save money in furnishing your home.

Styles Change Often.

The style or fashion in plumbing fixtures change nearly as often as do the fashion in women's apparel, and there is no business in which progress has been so rapid as in the improvement of plumbing fixtures. The plumbing fixtures of today are a wonderful evolution of the fixtures of yesterday. Why the public, architects and builders will go to considerable trouble and expense to secure and install all of the latest improvements and ideas in building and then discount their effort by installing plumbing fixtures which are ten years out of date, passes understanding.

Contrary to the general belief that there are very few plumbers who do not become millionaires, I can, with some degree of authority, state that the plumber, all things considered, is, as a rule, the poorest paid contractor on the job. I know of no business in the building trade which is subject to as severe competition as the plumbing business. I know of no one item in the cost of construction of your home in which you can receive more value per dollar, nor give you more enjoyment and comfort, than you can in a properly selected and properly installed plumbing job.

GOING TO.

Going To is the name of a place most of us at some time or other set out for but never get it—never reach. In fact, many an entire lifetime often is given over to journeying toward Going To.

Going To is failure's favorite town. Mark the man who says he is Going To. He rarely, if ever does, Going To does not mean do—it means to forget and not to do.

Going To is the sugar that the devil puts over his bitterest pills.

Look about you. The very faces of scores of those with whom you mix the day, are stamped as though chisled, with the indeterminate—Going To. For Going To puts the soul trembling and excites a fear in otherwise fine characters. Going To robs and cheats and deceives.

"I am Going To." No—never stop there. "I am Going To—Do." That's your cue. But be sure you do at once and on the spot.

Your trade journal is a light house on the rocky shore of failure.

Flowers die from lack of sunshine. Many a business dies from lack of advertising. Publicity is the sunlight a business demands. See that yours doesn't expire for lack of it.

Do you know who it was that knocked out John L. Sullivan; who dropped Jim Jeffries and who sent Jack Johnson crashing to defeat? It wasn't Corbett or Jess Willard. It was Old Man Dissipation, and he can whip a business man as well as a prize fighter.

YOU GET THE SIMPLEST AND BEST
COCK EVER MADE WHEN YOU SPECIFY

B. B. HIGH PRESSURE BALL COCK

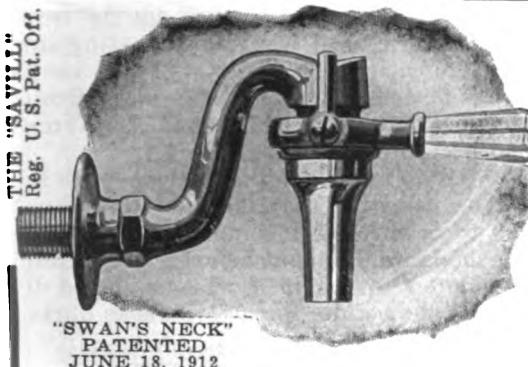


They can be had for top supply, bottom supply, end supply, bottom supply low down and high low down, with either rough or nickel plated nuts and tails, also that the tail piece can be had for lead pipe or threaded with any thread desired.

All sizes up to and including 4-inch carried in stock.

No Special Packing Required. Ground joint Coupling, which is always tight. No hammering. Renewable Seat of Steam Metal. No Singing or Whistling. Roller Bearing Lever on Cam, Reducing friction to lowest amount.

BOSTON BRASS COMPANY
Bacon and Flimington St., Waltham, Mass.



The Savill Swan Neck Faucet

First choice of hotels, restaurants, etc., where time and labor are factors in the drawing of water. ONLY faucet with all operating parts within basin. No water to leak or splash on fixtures.

If hands are soiled or holding something, faucet can be opened or closed just as easily with a finger, the wrist or arm.

Opens to full stream and shuts off in fraction of a minute.

"SAVILL" Faucets are a profitable and most satisfactory line. Investigate now. Send for Booklet.

THOS. SAVILL'S SONS 1310-14 Wallace St. Philadelphia

HOLBROOK, MERRILL & STETSON,
San Francisco, Cal., and Los Angeles, Cal.

The Banner of Merit

SHOWING

**The Official Award
Ribbon**

of the

Medal of Honor

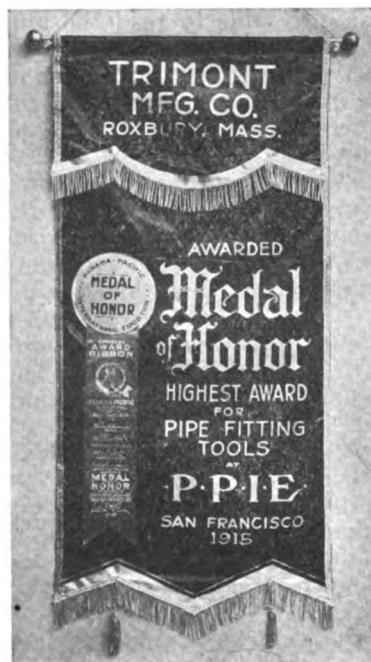
AWARDED

Trimo Tools

AT THE

Panama - Pacific
International Exposition

SEND FOR CATALOGUE NO. 777



"Honor Awarded Means Merit Rewarded"

“Preparedness”

FOR the past few months about nine out of every ten men, rational, or otherwise, have been walking around with some special preparedness program under their hat, and springing said program on whoever would listen.

The sum and substance of all this flutter is to get ready for war. We wonder if any of these chaps ever got the hunch that we as a mechanical nation, are not, have not, and the chances are, won't for some time to come, be prepared to half live up to our mark even in peace times.

We have, surely, many bright men in all walks of life and in all the various trades, as our progress in the past quarter of a century shows. Our progress, our increase of wealth, and our sales justify said remark, but bring it all down to a general average and note how much intelligence the average citizen would then possess. It would amount to, reckoned in public school terms, “about a fifth or sixth grade education,” with tens of thousands of citizens possessing not even that much knowledge. This dovetails directly with our Plumbing and Heating Craft.

Many of our mechanics have seen very little of the inside of a school room (as a pupil). Some of the apprentices are scarcely able to read and write. There are still large numbers of fitters and plumbers “floating” around the country who are hardly able to read the blue prints of any ordinary sized job.

This was clearly shown, last fall, on some of the large work in the eastern section of the country when much rush work was on hand that had to be turned out in a certain length of time. The bosses were paying as high as ten dollars a day to anyone who could handle the tools and take a measurement and on one job where there were about 100 fitters only about one-quarter of them could read blue prints correctly.

The more ignorant a mechanic is the more positive he is that he can do anything connected with his trade. Fact is he can attempt same, but in three times out of five in such a case the job has to be done over or at least partially corrected.

Speaking broadly, neither the plumbing nor the heating contractors are fully prepared to take care of a sudden big rush of work and turn it out O K, and on time.

The idea of being prepared (and we have been preaching it strongly for the past ten years or more) is excellent, but the action obtained thus far is mighty little.

There are hundreds and hundreds of shops that are literally run on “from hand to mouth” principles. They have no more idea

of what they are going to attempt the next week than the man in the moon. So long as there is enough money coming in on Saturday night to meet the pay roll (pay the invoices when you have to) they seem to rest easy and trust that the General Public will come through with the business. Any old mechanic that floats in is a good enough workman for such a shop. Faith, and he has to be, for a first-class man won't stay long in such a joint.

Any shop having an established business can afford to employ a certain number of mechanics by the year, yet comparatively few shops make contracts that way, preferring to trust to luck and floaters to turn out the work and this is one reason why many heating and plumbing jobs are unsatisfactory; put in by incompetent workmen whom the boss would never have put to work had he not been forced to do so by unpreparedness.

Considered from all sides, we believe we are justified in asserting that the money lost in a season's work through incompetent mechanics, by such shops would about balance what would be contributed to the men who employed by the year, might be idle for a few weeks during the slack season.

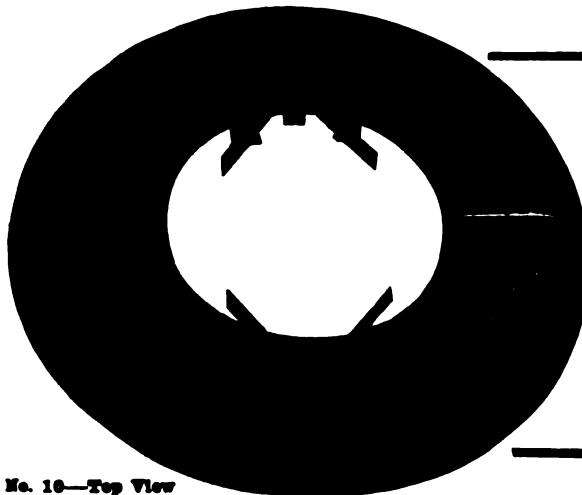
A mechanically imperfect plumbing or heating job makes the owner sore, and results in the loss of business that the shop would have otherwise obtained, had said shops been prepared with competent workmen.

Were these confined to any one part of the country it might be more easily remedied, but it seems to be general. Whenever two or three or more shops are situated in any locality one will find a bunch of bum work being thrown in by incompetent workmen who are unprepared and unfitted to follow these crafts.

Much has been said for and against carrying full stocks of goods and in the average season an ordinary shop is able to figure out about the amount of goods in the way of fittings, pipe, etc., that will tide them over in unexpected or rush work, however, one's calculations are all knocked in the head. In the rush work of 1915 many shops paid a good bonus for certain classes of goods that were absolutely necessary and were scarce in the market. Another lesson on preparedness and question as to whether it is always wise to allow the stock to get too low.

Speaking of stock, we ran across a plumbing and heating firm the other day that had just taken their first invoice for four years. They thought they were carrying “about” \$5000 and were very much surprised when they found the stock ran up to nearly \$9000.

We believe it would be conservative to state that at least ten per cent of the plumbing and

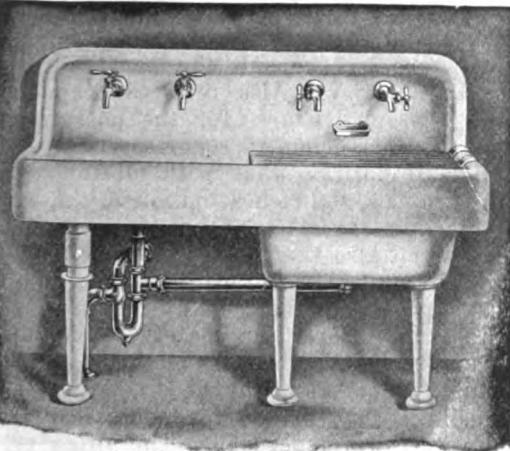


No. 10—Top View

The No. 32 Torch Is Admitted by All Mechanics to Be the Most Popular and Best Combination Quartz Torch on the Market.

Don't you think you will be perfectly safe in buying the No. 32? You receive the benefit of our experience, which covers a period of more than thirty years in making gasoline and kerosene, also alcohol fires. The No. 32 is sure to satisfy the user, because it is made of the best material, by expert skilled labor. The tank of heavy gauge seamless drawn brass, reinforced and the burner of special generator metal, which holds the heat longer and produces a steady pure blue flame of intense heat. Jobbers will supply at factory price. Send for booklet—it's free.

CLAYTON & LAMBERT MFG. CO., Detroit, Mich., U. S. A.



G-202 “PACIFIC”

Sink and Laundry Tray Combinations are both handsome and practical. Ask for Catalog “G” and Second Supplement illustrating the entire line.

The Cahill Iron Works
CHATTANOOGA, TENN.

NEW YORK PHILADELPHIA KAVANA

San Francisco office, 1749 Sacramento St.
Chas. H. Stanyan, Sales Agent

Kept in stock by H. A. Keppner & Co.
First and Pine Sts., Portland, Ore.

THE PUBLIC DECLARES

Our No. 10 Floor and Ceiling Plate the best universally used. It is the most satisfactory, most reliable plate made. All we ask is that you try it once—then compare it to any other plate you've used. We're sure you'll agree with us that this No. 10 is the winner.

THE BEATON & CADWELL MFG. CO.
NEW BRITAIN, CONN.

New York Office and Store, 284 Water St. Pacific Coast Representative, D. L. Herman, 214 Maritimo Bldg., Seattle, Wash. Middle Western Representative, Harry Verbeek, 129 No. Clark St., Chicago, Ill. Western Canadian Agents, A. H. Hinds & Co., Chamber of Commerce, Winnipeg, Manitoba. Southwestern Representative, J. R. Devereux, 238 St. James Street, Montreal, Quebec.



ON THE FIRST JOB

Many pleased plumbers and fitters have saved the price paid for

Standard Portable Vise Bench

Folds compactly. Light in weight. Booklet on request.

Pat. Oct. 29, 1907
No. 869,461

STANDARD IRON WORKS
540-50 West 58th St.
NEW YORK

THE ORIGINAL

“WESTCOTT” ADJUSTABLE S WRENCHES

Handle Best Malleable Iron; Jaw, Steel, Hardened



FOR NUTS



FOR PIPES

Sizes, Each Style, 6-in., 8-in., 10-in., 12-in., 14-in.

SUPERIOR QUALITY AND CHEAP

We are the only makers of the “WESTCOTT” (Name on Handle), which has stood the test of years and is now more popular than ever.

ASK YOUR JOBBER

THE KEYSTONE MFG. COMPANY
BUFFALO, NEW YORK

heating shops in the United States do not know the amount of stock that they have on hand, and are therefore unprepared to get a fair rating or to do business on just terms with their bank and their jobber.

We know of a shop that recently lost a large contract because the shop's rating was not satisfactory; when come to sift matters down the shop was entirely justified in bidding on the job when they found out what their real financial condition was.

Many shops are in the habit of having a "running account" with their jobber, a practice that is very convenient but generally provokes an argument and frequently a rupture of business relations.

Now suppose the jobber gets into a corner and makes an abrupt call for settlement. Are you prepared to meet it? How are your collections? Many shops doing a business of from twenty to fifty thousand dollars yearly, have on their books, accounts due which total anywhere from three to seven thousand dollars. How much could one realize on such a bunch of accounts in three or five days' time?

Recently we knew of such a case and the amount collected was slightly less than five hundred dollars when it was required to raise two thousand. Perhaps that master plumber didn't sweat some in getting out of the hole into which his unpreparedness had thrust him. The amount of money that should be charged against inefficiency in our business and craft is large. There are too many persons who can "do anything" in the business—and half do it, which is worse than not doing it at all.

If the number of would-be mechanics and "half baked" masters could be eliminated at one blow, the plumbing and heating business would go forward by leaps and bounds. As long as it is permissible for the incompetents to block progress, just so long shall we have the conditions which have existed to the present time. Men who will not allow themselves to progress should be prevented from hindering the progress of those who wish for better methods, better business and the general uplift of our craft.

The Arcadia Hardware Co., Arcadia, Cal., of which E. D. Arthur and W. G. Cartter are proprietors, have opened for business. They will also have a well equipped plumbing and pipe fitting department.

C. S. Merrifield has sold his hardware and plumbing business in Elsinore, Cal., to H. L. Vaughan & Sons, who will continue the business under their own name. They have likewise taken over the plumbing business of J. H. Burrell. The present stock of hardware will be increased and in addition they will carry farming implements and other machinery.

HUNGRY FOR BUSINESS.

On some contract work that was bid off last season we learn of a case where some 150 houses were erected by a certain building contractor and the plumbing and heating in said houses was bid off by the plumbing and heating maniac at a profit of eight dollars per house.

We must confess that this party was surely "hungry" for business to bid in any such amount of business at such a profit and it's pretty near the mark that such a bid was more or less a guess as the next lowest bid on the work was at a profit of seventeen dollars per house—more than double. Even with the best of modern methods and shop machinery, we are inclined to believe that the eight dollar man would lose money on his bid.

This hunger for business at any price is what drives many good men out of trade for, rather than do business at a loss, they close up shop and get into some other line or else start working with the tools again.

Two such instances have come under our observation in the past few weeks, where masters, unable to get work at a profit, simply closed down their shops and started in as journeymen and are now working steadily. They may engage in business again, but we'll venture it won't be in the same locality with the sharks who drove them out of business.

Competition may be a good thing, but competition resulting or leading to starvation is quite a different matter.

To get an accurate idea of this hunger for business one can consult the pages of Bradstreet's or Dun's. Also read the reports of failures in our business for the past year or consult the government reports. Is it not a peculiar proposition that with all the wealth there is in this, the richest nation in the world, that there are over ten million people in absolute want? Also that over 75 per cent of the people die and leave no estate at all. Isn't it time that our craft (and many others who are in the same hole approximately) woke up to the fact that better business methods should be instituted at once and that it is not the volume of business that makes for success, but the amount of profit per job. The price cutter will soon exhaust both himself and his resources. The more business he secures on such a basis, the sooner he will fail, for it works like an automatic damper set backwards—wide open and no stopping the pressure until the fuel is exhausted. Then it's a shut down completely.

The M. Sugarman Co., Santa Rosa, Cal., have just secured the plumbing and heating contract on the new Agua Caliente Hotel, which is now under construction.

CRESCE NT TOOLS



GUARANTEED SATISFACTORY OR YOUR MONEY BACK

Hamr-Handl Display Easel

Heavy Cardboard. Size, 13 x 10 in. Weighs only 2½ lbs., mounted with the two Screw Drivers.

Crescent Hamr-Handl Screw Driver

*Drop-forged, Hardened
Oil-Tempered, Nickel-
Plated.*

THE Hamr-Handl provides the irresistible leverage needed to drive a large screw into hardwood. A strong spring holds handle firmly in place in either position.

*A New Article of Great Utility
Attractively Displayed*

Illustration

Above Easel set up with Assortment
DB-4 containing:

1/4 dozen K-24 4-inch Blade, list 65c. each
1/4 dozen K-25 5-inch Blade, list 70c. each
1/4 dozen K-26 6-inch Blade, list 75c. each
List Price of Assortment, \$6.30

Order Assortment DB-4 from Your Regular Jobber,
or Write to

Crescent Tool Co.
Jamestown, N. Y.

NEW

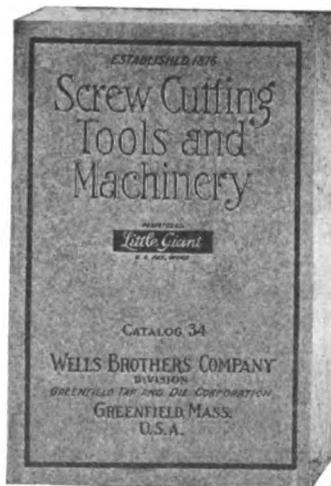
Every hardware dealer should write for a copy
of this new

Catalog No. 34

and get next to the latest additions to and
developments in the



line of taps, dies, etc.



This, the most complete catalog that has ever been issued, of tools, appliances, machines, and devices pertaining to the cutting and measuring of screw threads—is just off the press.

Contains:

Taps: all varieties for hand and machine.
Dies: all varieties for hand and machine.
Gages: for screw thread.
Screw Plates: for bolts and pipe.
Beamers: Spiral fluted.
Pipe Stocks and Dies.
Automatic opening Dies.
Etc., etc., including the popular Automobile Assortments.

All under one trade mark—



Standard for 40 years.

WELLS BROTHERS COMPANY

DIVISION
GREENFIELD TAP AND
DIE CORPORATION.

GREENFIELD - MASSACHUSETTS

New York Philadelphia
28 Warren St. 38 No. 6th St.
Chicago Detroit
13 So. Clinton St. 55-59 Wayne St.
London 149 Queen Victoria St.

In Canada: Wells Brothers Company of Canada,
Limited, Galt, Ontario.

CO-OPERATION THAT IS WORTH WHILE.

That the "average" plumber and dealer does not make use of his opportunities for obtaining greater cooperation on the part of the wholesalers and jobbers is very evident.

Just why the "average" man does not is something which is hard to understand.

In most cases it is doubtless pure thoughtlessness, but it is co-operation that gets one out of the "average" class.

This is the day of cooperation, and manufacturers and jobbers are always anxious to work with their patrons.

We know of no Plumbing jobber who offers greater facilities along this line than the plumbing house of M. L. Kline of Portland, Oregon, for Mr. Kline maintains extensive display rooms with competent salesmen for the use of plumbers and their customers.

The absolute protection which the plumber obtains from this house, together with the knowledge that every convenience and facility in sanitation methods is to be seen, makes it worth while.

Aside from this, their complete stock and their experience of over thirty years in the plumbing line, together with their efficient representatives and their feature of cooperation, that a plumber should not overlook.

A SMILE.

"I envy you," some fellows say
When they pass me by,
Because I always say 'Good day'
With a twinkle in my eye

Just take a tip from one who knows,
Who's felt both knocks and bricks;
With life so full of bitter woes,
Just SMILE when someone kicks.

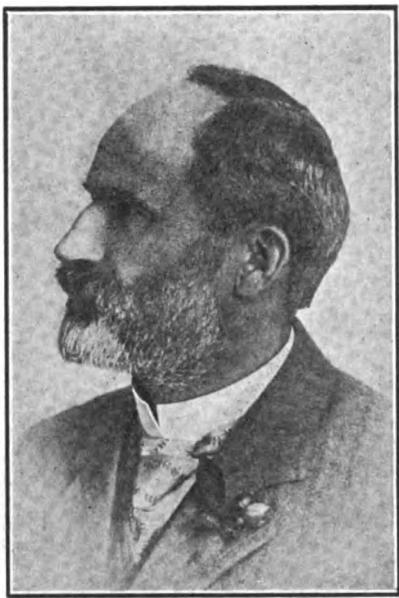
Just smile and go right on ahead
When once you know you're right,
And never fear to pitch right in
When it's up to you to fight;

Because the man who smiles instead
Of raging with a roar,
Is he who always gets ahead
Because he won't get sore.

Life's got its troubles, sure it has—
It's got its sunshine, too;
Just shoot a little ray between,
And make the black clouds blue.

I've tried the smile, and so I know
Just what it's done for me;
Because I've seen my business grow,
A grouch I'll never be."

Don't be sore at an old, regular customer who happens to buy something at a competitor's, but see that there is no cause for it to happen again.



WASHINGTON MASTER PLUMBERS' ANNUAL CONVENTION THIS MONTH

The Twenty-first Annual Convention of the Association of Master Plumbers of Washington will be held in Seattle, April 7th and 8th.

Their headquarters will be at the Seattle Commercial Club.

As Treasurer Goddard says, the Association now being of age, this being the 21st Convention, it has emerged from the long, lanky condition of youth and entered upon a sturdy and substantial form of manhood, and while it does not boast of as bulky a membership as it has had in previous years, it is composed of a staple and progressive body, and is working very energetically for the interest of its members.

Plans will be inaugurated which will greatly increase and benefit the organization, and it will be worth while for every master plumber to be in attendance.

It will be time well spent.

THE WRONG ANSWER.

Tommy came home from school very remorseful. "Well, my son," observes his father cheerfully, "how did you get on in school today?" Tommy said that he had been whipped and kept in. "It was because you told me the wrong answer," he added. "Last night I asked you how much was a million dollars and you said 'It was a hell of a lot.' That isn't the right answer."—School Journal.

A FREE TRANSLATION FROM SHAKESPEARE.

("Who steals my purse, steals trash, etc.") Who cribs my roll, cribs junk! A roll is nix; Easy come, easy go; so much stage money; phoney; I cribbed it maybe; now he's cribbed it; some guy Will crib it from him, 'fore he gets to blow it. But when a guy starts hammering my rep, He's busting something that he needs as much As a kiyi needs two tails, a jit five wheels, But something that I need so in my biz That when it's gone it puts a crimp in me.



CAUTION

COPPER-BRAZED Pneumatic Tanks are made only by our Company

Do not be deceived by the foolish statements of some manufacturers that their so-called "brazed" tanks are just as good as Scaife's.

If your jobber does not handle Scaife Copper-Brazed Tanks, we will tell you where you can get them.

Remember, we positively guarantee these tanks to hold air without loss of pressure. Will any maker of Riveted Pneumatic Tanks do the same? Send for Catalog.

114 Years Old. Founded 1802.

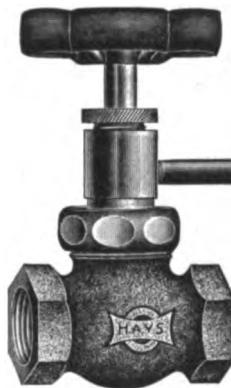
WM. B. SCAIFE & SONS CO.
Pittsburgh, Pa.

New York Office—26 Cortlandt Street

"HAYSCO"

A COMPRESSION STOP AND
WASTE COCK

Of Extraordinary Merit



EXTRA GRADE

Reversible Waste

The Hays' Patent Compression Stop and Waste Cock has the desired construction for a successful product in this line, namely: the rapid closing of the waste when opening the cock, and the necessarily closed cock to open waste to drain water in the return piping.

A trial will convince the trade that in our Stop and Waste Cocks we have accomplished all that can be asked for.

Ask your jobber

Hays Manufacturing Co.
ERIE, PENNSYLVANIA

Capoco Sanitary Vitreous Earthenware



can be purchased from any Jobber of Plumbing Supplies in the United States.

Write for Special Catalog

Specify CAPOCO Ware for your Bath Room on particular jobs, whether it is a Closet Combination or Vitreous Lavatory.

Camden Pottery Co.

Factory: Camden, N. J.

Philadelphia Office
1511 Sansome Street

New York Office
95 Williams Street

THE BEARING OF THE KELLOGG PRICE-FIXING DECISION ON THE GENERAL PRICE-FIXING LAW.

(Copyright, by Elton J. Buckley.)

Within the last few days another court decision has been handed down on the ever-fascinating question of price-fixing. In order to see how it affected the general situation, as explained from time to time in these articles, I have obtained a copy of the decree, and also a statement from the manufacturer against whom the decision was rendered. The case was that brought by the United States Government against the Kellogg Toasted Corn Flakes Co. in the United States Court of the Southern District of Michigan.

Several months ago the Government began suit against the Kellogg Co. on the ground that its method of selling its corn flakes was a violation of the anti-trust acts and an interference with competition. The plan which the Government objected to was this: The Kellogg Co. sells corn flakes in cartons. Its invariable price to the retailer in any quantity is \$2.80 per case, and the fixed price to the consumer is 10 cents a carton. The Kellogg Co. got a patent on its carton, having no connection with its corn flakes, and claimed that this gave it all rights that any patentee had to fix the price at which its product should be sold by jobber and retailer. At that time it controlled the jobber by making him agree to resell only at \$2.80 and threatening him with penalties if he did not, and it controlled the retailer by notifying him and practically making him agree to resell only at 10 cents. In addition to this, every package bore this notice:—

This package and its contents are sold conditionally by us with the distinct understanding, which understanding is a condition of the sale, that the package and contents shall not be retailed nor advertised, nor offered for sale at less than 10 cents per package. Retailing the packages at less than 10 cents per package is a violation of the conditions of sale, and is an infringement on our patent rights, and renders the vendor liable to prosecution as an infringer.

KELLOGG TOASTED CORN FLAKE CO.,
Battle Creek, Mich.

Both jobber and retailer were notified that if they broke the price they would be cut off. In one case a buyer did break the price and was sued by the Kellogg Co. in a State court, which upheld the legality of the plan by granting an injunction.

There were some legal skirmishes over the Government's case, and the Kellogg Co. finally agreed that the court should make a decree against it enjoining it as follows:—

(a) From requiring jobbers to enter into any agreement or understanding to resell toasted corn flakes purchased from defendants at a price fixed by defendants, and from suggesting to said jobbers, in writing or otherwise, that if they fail or refuse to observe said fixed price they will be cut off from a further supply of said product.

(b) From exacting in any manner from retailers of toasted corn flakes any agreement or understanding that they shall sell the same at a price fixed by defendants, and from suggesting to said retailers, in writing or otherwise, that if they fail or refuse to observe said fixed price they will be cut off from a further supply of said product.

(c) From packing or selling said toasted corn flakes in cartons or boxes having thereon the following notice, to wit:

(Text of this notice appears above.)

The Kellogg Co. very kindly sent me the following statement giving their interpretation—and I suppose their counsel's—of the decree:—

We fought the case vigorously and recently, after consultation with the best legal advice that we could secure and with others interested in price maintenance, came to an agreement with the United States attorneys upon an amicable settlement and an agreed decree that enjoins certain practices which the Government officials view with disfavor and which we have not used for some years.

It, however, preserves to us our basic sales right of selecting our customers, providing there is no conspiracy, agreement or understanding with others in reference to whom we shall select. The decision enjoins us from requiring either jobbers or retailers to enter into an agreement or understanding to resell the Toasted Corn Flakes purchased from us at a price fixed by us, and from stating that if they fail to observe said fixed price they will be cut off from their supply. It further enjoins us from printing on our boxes and cartons the notice which formerly appeared there.

For some years, as you know, we have had no contracts with jobbers or retailers aside from the patent notice on our cartons as to resale price, and as we have had no such contract we obviously have not endeavored to enforce such; and in view of this widely known fact the consent decree only prohibits old and abandoned methods.

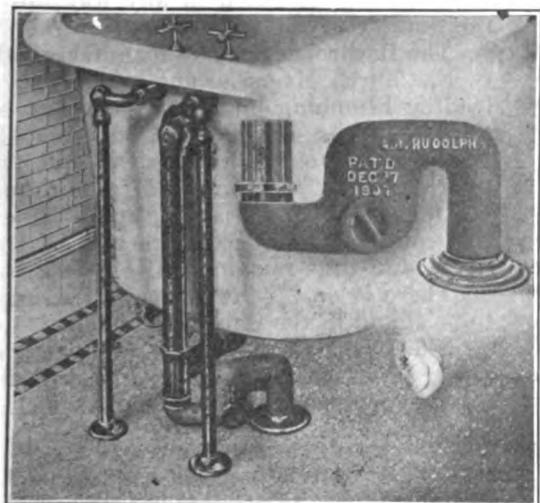
The patent notice we will discontinue, although when we adopted this notice it was upon competent legal advice and in good faith, believing it to be lawful. Since, however, the court believes it not legally justified, we agreed to abandon it.

Now let us see how all this fits into the situation as to the price-fixing law, as it existed before. It does not affect it at all. When the suit was begun, the Kellogg Co. sold only to jobbers, which indeed is its present practice. It was going to jobbers and making them sign an agreement—it stopped this some time ago—on penalty of being cut off, to resell at \$2.80. It could not go to all the retailers, since it did not resell them, but it made it clear to retailers in various ways, which included the notice reproduced above, that they must resell at 10 cents, or they would find their supplies cut off. The latter result the Kellogg Co. would bring about by forcing the jobber who had sold the cutter to cut him off.

The court says now that the Kellogg Co., and of course any other manufacturer, may not require jobbers to sign or make agreements to resell at a certain price, and may not threaten those jobbers to cut them off if they do not so resell. Nor may it notify retailers to sell at a

The Rudolph Traps are the Result of Modern and Advanced Plumbing

Approved by the Treasury, War and Navy Department, U. S. A.



This cut shows No. 15 1½-inch Bath Trap above the floor.

Will set under tub.

Rough in 6-inch CxC. Finish as desired painted white or polished nickel plated.

Saves time and Solder.

For lead or threaded for iron pipe.

May be used for House or Marine work.
Also made for Lavatory, Sink, Wash
Tray, or Urinal.

No. 35 Swivel Body anti-syphon Traps
have 3½-inch Seal.

No. 45 Swivel Body anti-syphon Traps
have 4½-inch Seal.

THE TANGENT INLET AND OUTLET MAKES IT POSITIVELY

Self Scouring

17000 Used in Philadelphia the First Year

CATALOGUE ON APPLICATION

For further information write

ALFRED J. RUDOLPH

1421 North Twentieth Street
Philadelphia

For Sale by Jobbers in Plumbing Supplies

certain price or threaten to interfere with those retailers' supplies if they do not. But what does all this amount to, in the way of taking from the Kellogg Co. any power that it had before to stop cutting? Nothing, as I see it, for the Kellogg Co.'s right to choose its own customers, to sell or not to sell, has not been and cannot be interfered with. The jobbers all know what price the Kellogg Co. expects them to sell corn flakes for; suppose one of them sells at \$2.65 or \$2.70? No arrangement has been made between the jobber and the Kellogg Co. that the price should not be cut—there is neither contract, suggestion nor the hint of it. But the Kellogg Co. merely exercises its fundamental right of choosing its customers and cuts the jobber off. And as the jobber knows it will do that, and probably doesn't wish to be cut off, the same result is accomplished without an agreement or a threat, and he holds the price.

As to the retailer—the Kellogg Co. doesn't sell retailers—the company has the same rights that it had before to stop retail cutting and to interfere with the supplies of a retail cutter. It had no real right before and it has none now—except to learn the name of the jobber who is selling the cutter and to cut that jobber off. It can do that just as freely today under the above decree as it could before, and nobody can question it in the slightest degree. In other words, what a manufacturer may not do by agreement, understanding, suggestion or threat, it can do just as effectively through his fundamental right of choosing his own customers. That is why in my judgment the latest decree not only has no special bearing on the price-fixing situation, but will probably have none on the Kellogg Co.'s methods of selling its product, or the methods of any other manufacturer.

CAUSES OF CREOSOTE.

Editor "HARDWARE AND PLUMBING WORLD":—

Kindly tell me what causes the hot water boiler to creosote, also chimney where same is attached to boiler 1250 ft. capacity and 500 ft. radiation connected.

Flue is built on outside of house and has flue lining inside.

Would appreciate if you could suggest something. O. W. SCHUELE, Norwalk, Wisconsin.

When creosote is formed in a boiler or chimney it generally indicates imperfect combustion, the same arising from a variety of causes; such as a too fine grate; the chimney too small in size for the boiler; poor fuel or too much wood used for fuel or a chimney that catches the rain. Any one of the foregoing causes will cause creosote. Also if the chimney and boiler are not cleaned frequently. Judging from your statement, a lined flue, a 1250-ft. boiler with only 500 ft. of radiation in it, we should hazard

the guess that the chimney was too small for the boiler. Such a boiler would probably have a ten-inch smoke pipe which would give an area of nearly .79 square inches. If the chimney flue is only 8 inches in diameter, it is too small for the boiler. Suggest examining the job with these considerations in mind and writing us more fully.

CHURCH BATHROOM FIXTURES SET THE STANDARD.

Snow White Pyralin Bathroom fixtures are a line that especially appeals to one's customers.

It has been said that imitation is sincerest flattery, but that does not by any means indicate that an imitation in any way approaches the quality of the genuine.

The Bathroom fixtures manufactured by the C. F. Church Mfg. Co. and which are sold by leading Plumbing jobbers the country over are said to be the original and only real Pyralin. Their permanent and wearing qualities are guaranteed by the Church Mfg. Company.

Genuine Pyralin is put on in sheet form, like celluloid, and becomes a part of the wood itself, and thus remains white indefinitely.

There is no "Yellow Streak" in any sense, to be found in the Church products.

The C. F. Church Mfg. Company of Holyoke, Mass., will be glad to give full information to any of our readers upon request.

NEW HUNGERFORD CATALOG.

U. T. Hungerford Brass & Copper Co., 86 Lafayette St., New York, with branches in Philadelphia, Boston, Baltimore and San Francisco, have just issued their latest catalog, consisting of over 400 pages, handsomely bound, illustrating the complete line of Brass and Copper sold under their well known trade-mark "Star Brand."

The contents are classified in separate Departments, thereby providing the trade with a concise price list, together with lists showing material aggregating over 5 million pounds carried in stock ready for prompt shipment of such standard articles as:

Copper and Brass in Sheets, Rolls, Rod and Wire; Seamless Brass and Copper Tubes, Condenser Tubes; Tobin Bronze and Yellow Metal (Muntz) Rods; Brazed Brass and Bronzed Tubes; German Silver, Phosphor Bronze and Commercial Bronze; Copper Rivets and Burs, Braziers' Rivets, Copper Nails and Tacks; Soldering Coppers, Solder, Brass and Iron Chain; Brass and Iron Escutcheon Pins, Wood and Machine Screws; Brass Copper Wire Cloth and Bronze Mosquito Netting; Copper Leaders and Gutters, etc., etc.; Brass and Bronze Railings and Fittings and numerous other items of interest to the Brass and Copper and allied trades.

This enormous tonnage gives the Hungerford Co. the unique distinction of carrying under one roof a stock of Brass and Copper in various forms which for volume and assortment is the largest in the world and necessitated the recent erection of the sixteen-story fireproof "Hungerford" Building specially constructed to accommodate this great weight.

The unprecedented conditions prevailing in Brass and Copper Mills, due largely to the European situation, thereby causing unusual delays in deliveries, makes this immediately available supply of obvious advantage. An inspection of the Catalog is sure to prove worth while.



“Pacific” PLUMBING FIXTURES

Vitreous Earthenware
Iron Enamel Ware

COMPLETE LINE OF
Bathtubs, Lavatories, Sinks
Laundry Trays
Closet Combinations, Etc.

MADE IN CALIFORNIA

QUALITY—DURABILITY—QUICK DELIVERY

Main Office and Display Room
67 NEW MONTGOMERY STREET
SAN FRANCISCO, CAL.

FACTORIES: RICHMOND, CALIFORNIA

PACIFIC PORCELAIN WARE COMPANY
PACIFIC SANITARY MFG. COMPANY

Northwestern Representative
H. L. FRANK, Hotel Multnomah, Portland, Oregon



QUESTIONS AND ANSWERS



UTILIZING A FIRE PLACE TO WARM UPPER ROOMS.

A party in the country has a bungalow in which he has a large fireplace with a pipe coil at the back of same which is connected onto the 30-gal. range boiler in the kitchen.

In the winter season when they have a fire in the fireplace the water becomes so hot in the boiler they have to open one of the hot water faucets over the kitchen sink and the steam fills the kitchen, which they do not like. Could not the hot water and steam be used to warm up the bed rooms, three in number?

The house is one story, the boiler is an upright, set about 20 inches from the floor. The boiler is also connected to the stove in the kitchen. The house is built about 2 ft. off the ground.

Kindly advise me if the rooms could be warmed and how the job should be done. They are all located on the same floor along with the fireplace and boiler.

I enjoy reading the "HARDWARE WORLD" very much.

A. C. KNOWLES, Plumber.

Answer.

It will be possible to heat the room spoken of in your letter with the coil in the back of the large grate.

In order to do this it will be necessary for you to install what is known as an overhead system running the hot water pipe from the top of the water back between the roof and the ceiling, supplying the radiator from the top connections on one side and the return through bottom end on opposite side and connect the return pipes, returning same to the bottom of fire back in the grate.

If you will submit us a plan we shall be glad to give you a sketch of how same should be installed.

ANOTHER ANSWER.

Should advise making a small hot water heating job—the three radiators to be put in bedrooms and the present tank would make four heating units, so to speak.

In case the job is at present all connected to a pressure system, there would be nothing to hinder connecting in three radiators as they should stand at least 100 pounds' pressure. In case it is an open tank plumbing system, the same advice would apply, only the open tank must be (and probably is) sufficiently high to develop a circulation.

Use a circuit system and there should be no

difficulty, and probably there will be plenty of hot water for all uses as far as the plumbing end of it is concerned.

Expansion Tank Too Small.

Editor Questions and Answers:—I have a hot water heating job which requires partly filling several times each week. There are twelve radiators and some 500 sq. ft. of radiation and the tank holds about eight gallons of water. Please let me hear from you at once.

E. T. R.

If you have correctly stated the amount of radiation and the size of the expansion tank, it is clearly too small for the job. The size of tank that should be applied to your job should be at least a fifteen gallon tank which would measure about twelve inches in diameter and thirty inches in height. Such a tank, properly connected, should care for the expansion on your job and at the same time hold water enough so that you would not have to let any into the job oftener than once in a week or ten days.

Size of Boiler and Size of Chimney.

Editor Questions and Answers:—The steam boiler in my home has to be pushed hard to get results. Every time the firepot door is opened gas comes out. We have about 700 sq. ft. of radiators, which heat up all right when steam is on. The size of the smoke pipe on boiler is nine inches in diameter. Size of chimney is twelve by four on inside.

Any suggestions will be thankfully received.
RURAL DELIVERY.

The belching of gas from the boiler indicates one or all of three things,—a stoppage, a chimney too short or a chimney too small. In this case the chimney is certainly too small and it's up to you to ascertain the other two points. The smoke pipe has about 64 sq. inches which you have connected to a 48-inch chimney. Your chimney should be at least 8 inches by 8 inches inside measurement, which would be required. Or a tile chimney of same diameter as the smoke pipe would answer.

Sure, Use an Automatic Tank.

Editor Questions and Answers:—Would you think it advisable to use an automatic expansion tank on a hot water job if about one thousand sq. ft. of radiation? Are these tanks safe and do they fill the bill? Please give me the name of the best tank.

H. L. RITCHARDS.

PLUMBERS --- JOBBERS --- SALESMEN

DO YOU WANT TO INCREASE YOUR SALES?

You cannot sell many goods nowadays by using the happy-go-lucky methods of your forefathers. Times have changed—competition is too keen. You must work along scientific and efficient lines by applying the cold-blooded, calculating systematic principles of Scientific Sales Management to your selling problems.

HOW?

By increasing your personal efficiency by obtaining a knowledge of the principles of

SCIENTIFIC SALES MANAGEMENT

William Robert Marshall, with over twenty years' experience in selling to Plumbers and Jobbers throughout the United States, has prepared a Mail Course of Scientific Salesmanship as applied to the Master Plumbers, Jobbers and Salesmen which covers in a most comprehensive manner the principles discovered and endorsed by the biggest men in commercialdom today.

A Course of Results, Not Theories

This Personal Mail Course includes ten lessons of the underlying principles of successful Salesmanship in the Plumbing business, embracing the following subjects: Introduction—Attention—Interest—Desire—Price—Show Rooms—Form Letter Advertising—Window and Newspaper Advertising — Power — Success — Responsibility—Resume, which are classified and explained so fully and clearly that every Plumber, Jobber and Salesman can successfully apply them to his selling problems.

In Addition---

With this Mail Course there are furnished FIVE SALES LETTERS to be used as copy for your Letter Advertising. These Letters alone are worth the price asked for the entire course; namely, \$5.00. They have the "Punch" that brings in the business.

WILLIAM ROBERT MARSHALL
I enclose check for \$5.00
used in Sales Promotion.
Name.....
Address.....
City.....
State.....
DE

Out this out today
in time check for \$5.00
used in Sales Promotion.
Name.....
Address.....
City.....
State.....
DE

Mail Course of Ten Lessons
with Five Sales Letters to be
Used in Sales Promotion.

We believe that automatic tanks are used on hot water jobs much larger than the one you mention and can state that if it is installed by a competent mechanic you need have no fears but that it will do all that it is represented to do. These tanks do not require any gauge glass and it is not necessary to have an altitude gauge on such a job, as the system will be automatically full all the time. We deem it not desirable to recommend any special tank. Your jobber can, doubtless, quote you prices on several makes.

Asks for a Bit of System.

Editor Questions and Answers:—Please have your practical editor give me a few tips on system in a shop. I run from two to ten journeymen as the season admits and am generally more or less mixed up on the shop end of it.

MIXED ONE.

Time is lost in shops because the men don't know what to do when they have completed one job. Have a file and on it jobs to be done. If possible, allot certain jobs to the men best fitted for the same. Each journeyman should turn in an accurate slip of the time and material of each job he does and also fully account for the amount of time he works each day. These shop work slips should be kept on file a day ahead. Of course, breakdowns coming on phone will have to be cared for also. It will pay to hire a bookkeeper who is well posted on goods and who is competent to run the shop when you are out. Try to educate your journeymen to sell goods. You have no idea of the amount they can place in a year's time. Take work at a profit, or let it slide.

Why the Threads Tear.

Editor Questions and Answers:—Have recently tried out several different makes of dies both solid and adjustable, and I find that all of them are more or less inclined to tear the threads on the pipe. I use the best brand of machine oil that I can buy, but the tools all seem to work the same. What is the cause?

H. C. C.

We believe that some of the dies are O. K. to say the least. Many of these brands of oil that are highly recommended for pipe threading do not seem to get the proper action. If you will try each day and every one of these dies while using some first-class lard oil, you will be surprised into changing your opinion of the work those same dies do.

DON'TS FOR PLUMBERS.

Don fail to keep your name ever before the public.

Don't fail to keep a bright sign before your shop.

Don't fail to do as you advertise to do.
Don't fail to make use of standard material.
Don't fail to introduce everything new in your line.

Don't fail to give each job your personal attention.

Don't fail to keep business engagements promptly.

Don't fail to make your business life a healthy one.

Don't discredit your employees, new or old.

Don't halt on the ladder of success, for there may be someone following in your footsteps.

STOP AND WASTE COCK OF EXTRAORDINARY MERIT.

When a manufacturer is willing to put his own name and brand upon his products it indicates that it is not only an article of which he feels proud, but one he is willing to stand back of and guarantee to the fullest extent.

At least that is the policy of the Hays Mfg. Company, of Erie, Pa., on their products. The "Haysco" Compression Stop and Waste Cock is one in which they take especial pride.

The Hays' Patent Compression Stop and Waste Cock has the desired construction for a successful product in this line, namely, the rapid closing of the waste when opening the cock, and the necessarily closed cock to open waste to drain water in the return pipe.

A trial will convince the trade that in our Stop and Waste Cocks we have accomplished all that can be asked for.

If these goods can not be obtained from any well known jobbers, the Hays Mfg. Co. will be glad to give full information.

INSTALLING GOODS THAT WILL GIVE SATISFACTION.

To please one's customers, and reduce to the minimum every possibility of complaint and dissatisfaction, is an ideal that plumbers strive for.

There is no denying the fact that such a much to be desired end can only be attained when goods of the best quality are installed.

Manufacturers are constantly seeking to improve their products, and in the case of the Savill's Swan Neck Faucets, it seems that perfection has been obtained, if one is to judge by the words of praise from everyone who uses them.

In all first-class buildings of every description they are counted as the most convenient, as well as economical faucets.

It is the only faucet with operating parts within basin, and there is no water to leak or splash on fixtures.

The Thomas Savill's Sons, manufacturers, of Philadelphia, will be glad to give full information, and send interesting booklets giving the facts as to this most profitable and satisfactory line.

You Can't Lose 'em

I am
Nye
the
Die
Man



Four Bushings
Tapped in One
Die Stock to hold
1/8, 1/4, 3/8 and
1-inch Dies.

Nye Four- Way Die Stock

No loose parts to
get lost or mislaid
—Dies are locked
into stock to stay
till worn out.

All There and Always There

For Gasmen,
Plumbers,
and Elec-
tricians, a
Time and
Trouble
Saver



NYE GUARANTEED QUALITY

The Nye Tool and Machine Works
108-128 N. Jefferson Street, CHICAGO, ILLINOIS

A LARGE AND CONSTANTLY GROWING
BUSINESS LIES BEFORE THE DEALER
WHO HANDLES THE

Genuine

Armstrong Stock & Die



The Tools of Highest Efficiency

Malleable Iron Hinged Pipe
Vises, Pipe Cutters
Pipe Threading Machines

Both Hand and Power

Manufactured by

The Armstrong Mfg. Co.
276 Knowlton St. Bridgeport, Conn.

S. V. ARMSTRONG
Pacific Coast Representative

Credit Men!

I

CAN be of service to you no matter where you are located. Send for my interesting collection proposition. It's free. I am the youngest large man in my business and have grown because I have produced "Results."

I am Bonded by the National Surety Company. I represent the American Lawyers' Quarterly; Sharp & Alleman's Law List; Bankers' Encyclopedia and American Legal News Law List. I am a member of the Commercial Law League of America. Try me and be convinced. My service covers the civilized world. Every representative is bonded.

NAT OTTENSOUSER

Commercial Collections Everywhere

1305-6-7 Barclay Building, New York City

"A FEW FIRMS I COLLECT FOR"

CHALMERS MOTOR CO., New York City.
NATIONAL ENAMELING CO., N. Y. City.
SARGENT & CO., New York City.
GLIDDEN VARNISH CO., Cleveland.
STEPHENS ADAMS MFG. CO., Aurora, Ill.
BEALL BROS., Alton, Ill.
WESTERN CLOCK CO., La Salle, Ill.



REMINGTON TYPEWRITER CO.
COMMERCIAL CABLE CO.
CARTERS INK CO.

**REFERENCES IN EVERY
TRADE CENTER**

J. T. Newell, Los Angeles, Cal., submitted the lowest bid on the plumbing for the Los Angeles High School, the amount being \$26,148.

Hoagland-Lakin Electrical & Engineering Co. submitted the lowest bids for the steam heating work, the amount being \$15,110.

Western Heating Co. submitted the lowest bids for the water tube boilers, the amount being \$5785.

Howe Bros., Los Angeles, Cal., submitted the lowest bids for the plumbing on the new county hospital at San Bernardino, Cal., the amount being \$16,622.

The Security Construction Co., Los Angeles, submitted the lowest bids on the power plant and machinery equipment, the amount being \$15,950.

Howe Bros. submitted the lowest bids on the steam heating, amount \$5537.

Hoag-Lakin Co., Los Angeles, lowest bids on vacuum cleaning, amount \$1497.99.

Parker Iron Works, San Bernardino, submitted the lowest bids on the refrigeration plant, amount \$5850.

HIGH GRADE PLUMBING SPECIALTIES.

In these days of advancing prices, particularly in every article in which brass and copper enter, there will doubtless be some attempt to lower the quality, in order to make up for the increase in cost.

If such is the case, it will never be the policy of the Boston Brass Company, whose line of "B. B." plumbing specialties will maintain the high standard originally set for them.

Their "B. B." high pressure ball cock, illustrated in this issue, is claimed to be not only the simplest, but the best cock ever made, and can be had for top supply, bottom supply, end supply, bottom supply low down and high low down, with either rough or nickel plated nuts and tails, also that the tail piece can be had for lead pipe or threaded with any thread desired.

All sizes up to and including four-inch carried in stock.

No special packing required. Ground joint Coupling, which is always tight. No hammering. Renewable seat of steam metal. No singing or whistling. Roller bearing lever on cam, reducing friction to lowest amount.

The Boston Brass Company of Waltham, Mass., will be glad to give full information to any of our readers.

A CONVENIENT VISE BENCH

is something every plumber and fitter needs.

The Standard Portable Vise bench, made by the Standard Iron Works, of 540 West 58th Street, New York, answers every requirement.

It folds compactly, is light in weight and will save its cost many times over.

The Thomas Haverty Co., Los Angeles, Cal., has been awarded the contract at \$2500 for the heating in the two-story residence being erected at Beverly Hills for Roland Bishop. The contract for the plumbing work has been let to the Beverly Plumbing Co. at \$2500.

The Board of Control of Arizona is asking for bids for furnishing finish hardware for the women's addition to the Pioneer Home at Phoenix, Arizona.

The Thomas Haverty Co., Los Angeles, Cal., has secured the contract covering the plumbing and steam heating in the six-story addition being added to the building of the Pacific Mutual Life Ins. Co. at 6th and Olive Streets.

THE REMEDY AGAINST EMPLOYEES WHO STEAL PRIVATE DATA OF THE FIRM.

(Copyright, by Elton J. Buckley.)

Here is still another phase of protecting one's self, or failing to protect one's self, against dishonest employees who by reason of their positions, learn all one's business secrets and then go into business for themselves and use them. The letter of which the following is an extract comes from Baltimore, Md.:

We do a wholesale business here, both by employing salesmen and by mail. We have endeavored to increase our mail order business for the last three years and have been very successful. We have a special list of mail order customers who are never called upon by our salesmen. This list has been built up during the last six years, and it has taken a lot of work, time and money. We have a card index system of the mail order people, numbering several hundred, and it includes all the information we have been able to secure about the buyers. This list is a very valuable one and we could not do business without it.

In addition to this list we also have another list of our regular customers. These are the customers who buy through salesmen. This is treated much like the other, meaning that it is a card index, with notes giving data about the different customers, their financial ability and anything else we could pick up. This is also very valuable.

Up to the first of this year we had in our employ a man who was a sort of jack of all trades. He would go out on some salesman's route, when it was necessary, and he would act as store salesman, and also do work around the office. He recently married a girl of means, we understand, and is going into the same line of business for himself. We have accidentally discovered since he left our employ that he made a complete copy of both our card index systems before he left and evidently intends to use these names in his own business. We have taxed him with this, but he denies it. What is our legal remedy, or have we one?

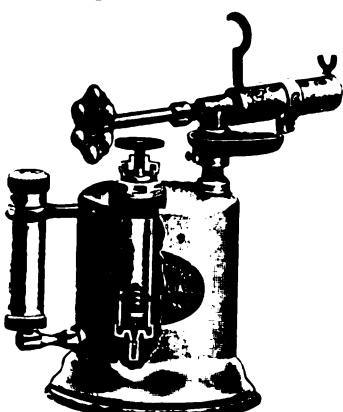
As a general principle, no employee has a right, after he leaves the service of an employer, to employ against that employer the secrets obtained by reason of his former employment. Nothing is more firmly settled in the law than that, and yet in the very nature of things, the application of it is subject to sharp limitations. Take this employee referred to in the above correspondence. Of course he came to know, and he could not help it, that John Smith, of Washington, D. C., was

Making the Best Since 1876 and Still at It

We have now been manufacturing torches and furnaces for 40 years, having patented all our improvements, so that to-day we manufacture the best and largest line in the world. We always carry a large stock on hand, therefore can ship on receipt of order.

Our prices are no higher than any others in spite of our many practical improvements which we have perfected and for which we have never made any extra charge.

Try the best when again in need and convince yourself. Ask for Our Catalog
OTTO BERNZ NEWARK, NEW JERSEY



No. 21 Quart Combination
No. 22 Pint Combination
PATENTED PUMP

You do not Have to Think Twice Before Buying C. & L. Fire Pots or Torches



No. 1 Fire Pot.

They are known and used everywhere and are acknowledged the standard of excellence. If you want the best fire pot on earth, buy the No. 1 and you will be pleased and will say to your friends as thousands of other mechanics are saying, "It has no equal." Remember the No. 1 will do what any other fire pot will do and much more. The top section is removable so that the operator can use the base with the burner as an open fire or torch if desired. A very great convenience. Jobbers will supply at factory price. Send for booklet—it's free.

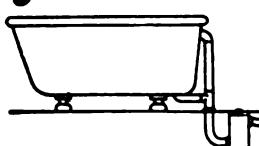
CLAYTON & LAMBERT MFG. CO., Detroit, Mich., U.S.A.

Plumbers' Money and Time Savers



1 $\frac{1}{2}$ x $\frac{3}{4}$

RED. ELLS



FITTING BIN LABELS AND BOARD OF HEALTH RUBBER STAMPS

MECHANICS' STATIONERY

LETTERHEADS
BILLHEADS
ENVELOPES
CARDS
SHIPPING TAGS
ORDER BOOKS

ESTIMATE BLANKS
CONTRACT BLANKS
JOB TICKETS
TIME SHEETS
MATERIAL BLANKS
BIN LABELS

CALENDARS
BLOTTERS
CIRCULARS
FOLDERS
POST CARDS
SALES LETTERS

CUT YOUR OFFICE WORK IN HALF

By using our New Combination Shop Order Job and Price Tickets, Material Slips and Duplicate Billing and Charging System, you can cut your office work in half.

Send for Free Copy of "Bookkeeping Hints for Plumbers"

ENERGETIC PRINTING COMPANY

WESLEY A. FUNK, The Plumbers' Printer

44 North Fourth Street, Philadelphia, Pa.

a man who bought goods by mail and that at certain seasons he would want certain things. He carries information like that away in his mind, and nothing can prevent him from using it afterward in his own business, or for another employer. If his employer has not tied him up with a contract not to solicit the customers of the house when he takes a new job, he can go out and solicit John Smith, and use all the special information that he has obtained about John Smith, but not in any fraudulent way.

Bear in mind that this can always be prevented by making the employee sign a contract to let old customers alone for a certain period. But often that is not done.

So far the former employee can use his knowledge of the secrets of his former employer's business without interference, but copying private lists and taking them away with him is another proposition. Any court would instantly grant an injunction against him, forbidding him from using such matter. He could not possibly have any defense for doing such a thing except that the employer consented.

In several cases this difficulty has been encountered: the court granted the injunction and the former employee gave back the lists, but naturally retained in his mind some of the data from them, which he continued to use. Stopping him then was almost impossible, because he had a perfect right to solicit the business of the people on that list, and it was very difficult to fasten upon him any illegal use of information gained in his former employer's service.

There is but one way to get around this, and that is to make the employee execute a contract, in the beginning, to stay away from the old customers for six months or a year. But even if there was such a contract, and the employee lived fully up to it, he could still be restrained from using secret lists, or anything of that sort, afterward. In the absence of such a contract the employee is as free as air to do anything he can, short of fraud, to sell the firm's old customers himself. The house that does not realize this sufficiently to get the contracts I have described out of its employees, is living over a volcano every minute of the time.

The E. O. Nay Co., Pasadena, Cal., has secured the contract of \$1407 for the plumbing in the residence of Dr. Reinhart.

Munger & Munger, Pasadena, Cal., have secured a contract covering the plumbing work in the two-story hollow tile residence and garage being erected in Oak Knoll for George V. Hall.

The E. O. Nay Co., Pasadena, Cal., have been awarded the contract at \$1400 covering the plumbing work in the two-story residence being erected on Rose Avenue for Mrs. Gildehaus.

Fred S. Hanaford, Eagle Rock, Cal., has secured the contract at \$1100 for the plumbing work in the two-story brick store and apartment building being erected for Edwards & Wildey.

N. F. Bower, Los Angeles, Cal., has the contract for the plumbing in the two-story concrete clinic building now being erected at 546 Yale Street.

George Furth, Los Angeles, Cal., was awarded the contract for plumbing in a residence to be built for Mrs. Laura Eagan in Wellington Square.

Foss & Jones, Pasadena, Cal., have been awarded the contract at \$10,421 for the heating in the auditorium and library buildings at the Lincoln High School.

C. Hanson, Los Angeles, Cal., has been awarded the contract at \$1300 for constructing equipment in the basement of the Science building at the Hollywood High School.

South Pasadena Plumbing Co., South Pasadena, Cal., was awarded the contract for the plumbing and gas fitting for a two-story tile and frame residence being erected on Monterey road near Garfield Avenue, amount \$1800.

COPPER-BRAZED PNEUMATIC TANKS.

Wm. B. Scaife & Sons Company are the only manufacturers of Copper Brazed Pneumatic Tanks, and it's often true that when one makes a good article, others are offered, claiming to be just as good.

But Wm. B. Scaife & Sons Co. of Pittsburgh, Pa., positively guarantee their tanks to hold air without loss of pressure.

This is a test that other manufacturers do not advertise.

If any of our readers experience any difficulty in being able to secure the genuine Scaife tanks from their jobber, the manufacturer will be glad to give them full information.

PUBLIC APPROVAL WORTH WHILE.

Public approval, especially when it is so unanimous, is worth considering in the line of plumbing specialties, such as floor and ceiling plates, made by Beaton & Cadwell Mfg. Co. of New Britain, Conn.

They are always glad of the opportunity of having their products thoroughly tried out.

They or their representatives mentioned in their announcement will be glad to give full information to our readers upon request.

Munger & Munger have secured the contract and are doing the plumbing work in the new bungalow being erected for Miss Fisher at 771 Herkimer Street.

Campbell Brand Soil Pipe is Very Good

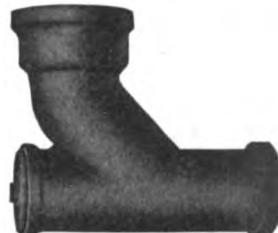


Dixie Y. Fig. 7

Good Soil Pipe can only be made with the best grades of Foundry Pig Iron, NO SCRAP.

Must be molded evenly with wall thickness same all around.

Must cut easily without splitting, and, it MUST STAND THE RIGID INSPECTORS' TEST.



Dixie Y and ½ Bend. Fig. 12

Well, that's the kind we make, Mr. Plumber Man.

If you are not already using it, try it on your next job. That's all.



The "Campbell"
Intelligent Sink
Bracket
Does What You
Tell It

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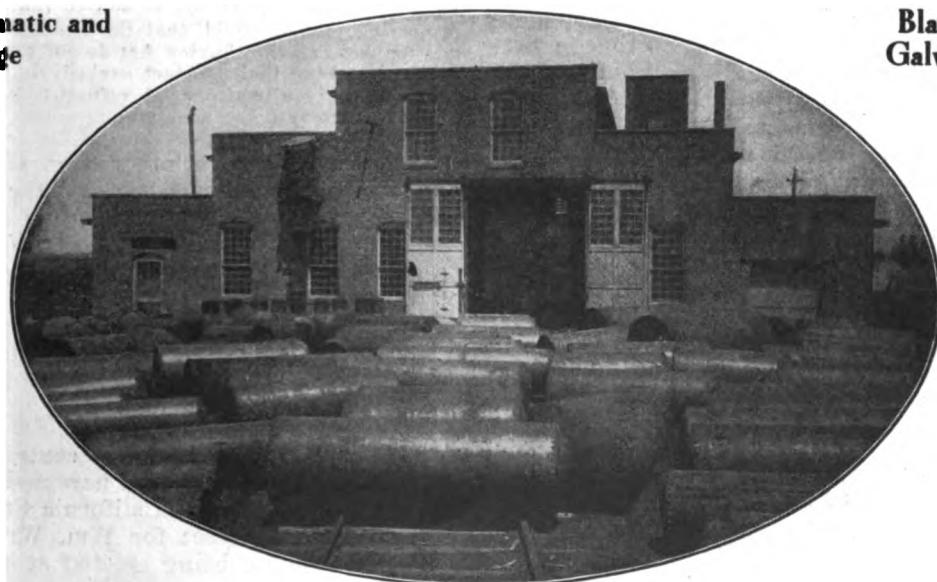
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**THE FEDERAL TRADE COMMISSION HAS TAKEN
THE STAND THAT EXCLUSIVE SELLING
AGREEMENTS ARE LEGAL IN THE
AVERAGE CASE.**

(Copyright, by Elton J. Buckley.)

When the Clayton anti-monopoly act was passed, I was asked to express an opinion and did so through one of these articles, as to whether Section 3 would prevent a jobber from selecting one customer in a town or territory, and refusing to sell anybody else, or selling that one only on some such condition that the customer should not sell competitive goods. Such deals are being made in almost every line today. My judgment was that they were not made illegal by the Clayton act, unless their effect might be to "substantially lessen competition or tend to create a monopoly."

Which would practically never be the case with an ordinary jobber or manufacturer who did not control the market.

Section 3 of the Clayton act is as follows:—

Sec. 3. That it shall be unlawful for any person engaged in commerce, in the course of such commerce, to lease or make a sale or contract for sale of goods, wares, merchandise, machinery, supplies or other commodities, whether patented or unpatented, for use, consumption or resale within the United States or any territory thereof or the District of Columbia, or any insular possession or other place under the jurisdiction of the United States, or fix a price charged therefor, or discount from, or rebate upon such price, on the condition, agreement or understanding that the lessee or purchaser thereof shall not use or deal in the goods, wares, merchandise, machinery, supplies or other commodities of a competitor or competitors of the lessor or seller, where the effect of such lease, sale or contract for sale or such condition, agreement or understanding may be to substantially lessen competition or tend to create a monopoly in any line of commerce.

There was also in the Federal Trade Commission act, passed about the same time, a prohibition against "unfair competition," which some people thought might also be violated by exclusive sales agreements. My judgment was that unless such agreements tended to cause monopoly they would not be considered unfair competition.

The Federal Trade Commission has just sent me copies of several of its rulings upon this precise question, from which I am interested to see that the Commission entirely agrees with me as to exclusive agreements. It appears that several business firms who considered themselves injured because somebody had an exclusive contract with their competitors and refused to sell them, wrote in to the Commission and asked that prosecution be begun. To all of these, up to now, the Commission has replied that exclusive contracts are not unlawful unless they tend to cause monopoly.

From the rulings sent me I have prepared the following brief summaries of a few:—

Case No. 6.

A manufacturer engaged in interstate commerce, having designated an exclusive dealer in a certain local territory, refused to sell to another dealer within this territory. It further appeared that such exclusive

dealer is under no obligation to refrain from dealing in the products of other manufacturers of the same commodity. Held, that neither the Federal Trade Commission Act nor the Clayton Act prohibits manufacturers selling their product exclusively through one dealer in a given territory. A refusal to sell to others in such territory under such circumstances, is, therefore, not unlawful.

Case No. 9.

A manufacturer of pianos tied up his customers, which were really agents, with a contract to resell only in certain territory; also not to handle any other piano. It was held that this did not violate the law, because the customer was merely the manufacturer's agent.

Case No. 13.

A manufacturer compelled his customers to sign an agreement providing that if he would agree to give them exclusive sale of his goods in their territory, they would not sell outside of their own territory. It was held that "Section 3 of the Clayton Act does not prohibit manufacturers selling their product exclusively through one dealer in a given territory and requiring the dealer not to sell their product outside of the territory assigned."

Case No. 14.

A mail order dealer complained because a number of manufacturers refused to sell him, their reason being that they sold only one retailer in a territory, and selling a mail order house which would sell everywhere, would interfere with this arrangement. It was held that as it did not appear that the manufacturers had entered into any agreement not to sell the mail order house, the plan was not in violation of the law.

Case No. 15.

This involved the cases of several manufacturers, all of whom were complained of because they appointed exclusive distributors at various places and refused to sell anybody else. It was held that "neither the Clayton Act nor the Federal Trade Commission Act prohibits manufacturers establishing exclusive agencies, or assigning exclusive territory to dealers."

Case No. 20.

A manufacturer engaged in interstate commerce assigned exclusive territory to jobbers of his product in various States and refused to sell to the applicant, a competing jobber. Held, that the Federal Trade Commission Act and the Clayton Act do not prohibit manufacturers selling their product exclusively through one dealer in a given territory. A refusal to sell to others in such territory under such circumstances is therefore not unlawful.

There were several other cases of the same sort, which would seem to settle the question; that is, they settle one part of the question—the right to appoint exclusive distributors and to refuse to sell any others. The other phase of the question, i. e., whether it is lawful for a seller to contract with his buyer not to sell any other goods, has not yet been decided, for no case involving has as yet been brought before the Commission.

Creller & Seaman have the contract for the plumbing in A. G. Robert's new residence, being erected at 47 West California Street; also the plumbing contract for Wm. Wrigley, Jr., new double house being erected at 488-92 Arbor Street.

E. E. Wood has secured the contract for the plumbing for the new residence being erected at 739 East Walnut Street for Mears and Hamm.

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Of Toilet Rooms is the only practical solution and remedy. The

Cyclone Water Closet Ventilator



installed, not a single failure or dissatisfaction.

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Once he gets his eye on the thing he wants
He rolls up his sleeves, and pitches in
With the splendid zeal that is bound to win.

"I WILL" never hesitates lest he fail—
In his heart he's sure that he will prevail.
No mountain can halt him, however high;
There's no task so hard but he'll have a try.

"I WILL" sets his teeth when things start off
wrong;
He just grins, and mutters: "This can't last
long.
I'll take a fresh start; and Adversity
Will be going some if he catches me."

"I WILL" has a punch hid in either hand;
He has training, strength, and a heap of sand;
He swings his hard fists in the world's grim
face,
And he bangs away till the world gives place.

"I WILL" understands in his own strength
lies.
The one chance he'll get at the things men
prize.
Discouragement, Failure—nothing can chill
The stout heart of him who declares
"I WILL!"

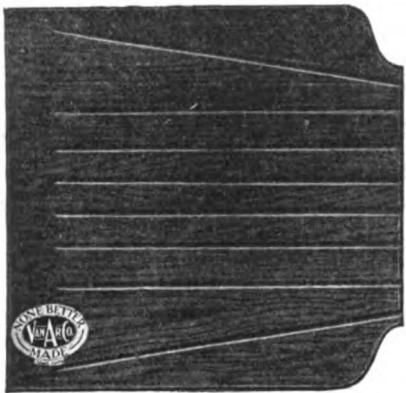
Whitney & De Ronde, Pasadena, Cal., have secured the contract for the plumbing in Miss Anderson's new residence at 280 Del Monte St.; the same firm also have secured the contract for the plumbing in Dr. White's new double residence.

Bids will be received by the board of education, Los Angeles, up to 9 a. m. Thursday, March 2, 1916, for furnishing all labor and material for installing a heating system in the West Vernon Ave. school building. Plans and specifications may be obtained at the office of the secretary of the board, 730 Security Building.

The San Bernardino Hospital bids, San Bernardino, Cal., received Feb. 14, have been rejected. Revised plans and specifications will be ready for intending bidders Feb. 28. It is the intention of the supervisors to receive estimates for the rough construction only, of the Administration and Service Buildings, the East Wing of the former building being omitted. They are leaving the interior unfinished for the present, or until an appropriation is secured, it being the aim of the Board to keep the cost of the present work under \$100,000. Bids will be received until 11 a. m. March 20, 1916.

V. Baumgartner, 1523 West Twenty-first Street, Los Angeles, has the contract and is installing the plumbing in the new Chas. D. Wagner residence at 1657 Victoria Drive.

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Foss & Jones have secured the contract for remodeling the bath rooms in the new home purchased by Mr. Ousley, at 297 South Orange Grove Avenue. The contract amounts to \$1000 and includes two bath rooms with solid porcelain bath tubs. They also have the contract for installing the plumbing in K. W. Kigginson's new residence being erected at 819 North Mentor Street.

R. E. Joyce has the contract for installing the plumbing in the new residence being erected for Mrs. Ella Reed, 415 North Chester Street.

Interest in the welfare of customers brings good interest on the investment.

You are judged by what you seem to be, not by what you are. But you will sooner or later seem to be what you are.

Casting bread on the waters isn't in it for returns with the glad hand.

It is hard for a grouch to be friendly, but the more he practices, the easier it is. Then he ceases to be a grouch.

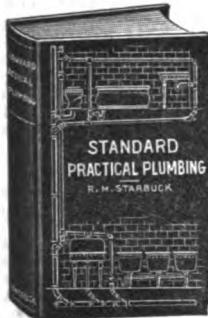
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The style of the coat may change, but the human heart hungers for friends today as in the day of David.

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F. C. Lloyd and Charles Kuntz, formerly of Denver, Colorado, are opening a hardware store at 113 East Main St., Walla Walla, Wash. The new store will be known as the L. & K. Hardware Co., and will handle a full line of hardware and house furnishings.

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Good cheer is something that ought to be in the atmosphere of every store at all times. You cannot count on your customers supplying the cheerful atmosphere for the business.

Why are some business men so blind that they fail to read their trade papers? They must certainly realize that we of the trade press have our fingers on the pulse of the nation's business. We are not hemmed in by lo-

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DAILY AND WEEKLY PUBLICATION

cal boundaries as even the most progressive merchant inevitably is. The wise man knows this—and profits by his knowledge.

Just because the boss is away is no excuse for doing any less work, or doing your work any more inefficiently than when he is around.

It makes no difference if the old boys who made their fortunes twenty-five or fifty years ago laugh at advertising. This is another age. They didn't have electric signs or newspapers, or—best of all—good trade journals to point out the merit of their goods to the hard-headed man who buys. We need these things today. and he who does not advertise is facing the firing squad of failure.

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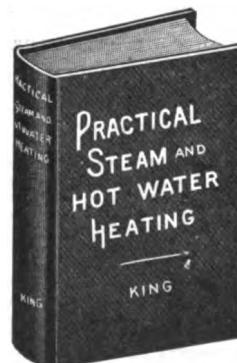
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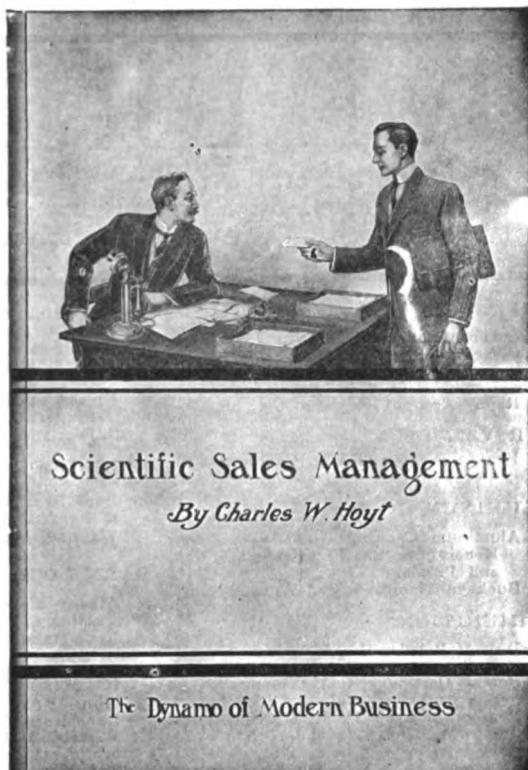
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Bonner Bros., Brooklyn, N. Y.
Shelby Spring Hinge Co., Shelby, O.

BRACKETS—Shelf

Atlas Mfg. Co., New Haven, Conn.
P. & F. Corbin, New Britain, Conn.
Peck, Stow & Wilcox Co., Southington, Conn., Cleveland, O., and New York.

BRAZIERS

Clayton & Lambert Mfg. Co., Detroit, Mich.

BRIDLE IRONS

Lane Bros. Co., Poughkeepsie, N. Y.

BRILLIANTSHINE

E. W. Bennett & Co., San Francisco.

BROOM WIRE

American Steel & Wire Co., Chicago, Ill., San Francisco and Los Angeles, Cal., Portland, Ore., and Seattle, Wash.

BUILDERS' HARDWARE

Bonner Brothers, Brooklyn, N. Y.
Chicago Spring Butt Co., Chicago.
Henry Diacon & Sons, Philadelphia, Chicago, Ill., and New York, N. Y.
Shelby Spring Hinge Co., Shelby, O.
Simmons Hdw. Co., St. Louis, Mo.
Taylor & Boggis Foundry Co., Cleveland, O.

BUTTS

Shelby Spring Hinge Co., Shelby, O.

BUTTS—Door

The Chicago Spring Butt Co., Chicago, Ill.
Shelby Spring Hinge Co., Shelby, O.

BUTTS—Surface

Shelby Spring Hinge Co., Shelby, O.

CANS AND SPECIALTIES

Stuber & Kuck, Peoria, Ill.

CARBORUNDUM

Carborundum Co., Niagara Falls, N. Y.

CASTERS

Faultless Caster Co., Evansville, Ind.
Universal Caster & Fdy. Co., Newark, New Jersey.

CATCHES—Transom

Shelby Spring Hinge Co., Shelby, O.

CELLAR WINDOW SETS

Shelby Spring Hinge Co., Shelby, O.

CHAINS

American Chain Co., Bridgeport, Conn.
Parker Wire Goods Co., Worcester, Mass.

CHAINS—Transom

Shelby Spring Hinge Co., Shelby, O.

WHERE TO BUY

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CHAIR TIPS

Elastic Tip Co., Boston, Mass.
Henry Peabody & Co., New York, N. Y.

CHICKEKS AND SPRINGS—Door

Shelby Spring Hinge Co., Shelby, O.

CHEMICAL ENGINES

O. J. Childs Co., Utica, N. Y.

CHERRY SEEDERS

Enterprise Mfg. Co., Philadelphia, Pa.
Rollman Mfg. Co., Mount Joy, Pa.

CLIPPERS

H. K. Porter, Everett, Mass.

CLOCKS

New Haven Clock Co., New Haven,
Conn.

COAT AND HAT HOOKS

Atlas Mfg. Co., New Haven, Conn.
Parker Wire Goods Co., Worcester,
Mass.

Shelby Spring Hinge Co., Shelby, O.

CONCRETE MIXERS

Lansing Wheelbarrow Co., San Fran-
cisco, Cal.

COPPER GASKETS

Benton & Cadwell Mfg. Co., New Brit-
ain, Conn.

CORDAGE

Columbian Rope Co., Auburn, N. Y.
Portland Cordage Co., Portland, Ore.
Samson Cordage Works, Boston, Mass.

CRAYONS

Joseph Dixon Crucible Co., Jersey
City, N. J.

CURRY COMBS

New York Stamping Co., Brooklyn.

CUTLERY

O. & A. Hoffman, Frankford, Pa.
International Silver Co., Meriden, Ct.
Jacobs Bros., New York, N. Y.
Ontario Knife Co., Frankliville, N. Y.
Simmons Hardware, St. Louis, Mo.

DIES

Wells Bros. Co., Greenfield, Mass.

DOOR HANGERS

Hunt, Helm, Ferris & Co., Harvard,
Ill.
Lane Bros., Poughkeepsie, N. Y.
Richards-Wilcox Mfg. Co., Aurora, Ill.
Safety Door Hanger Co., Ashland, O.
Wagner Mfg. Co., Cedar Falls, Iowa.

DOOR HOLDERS

Bommer Brothers, Brooklyn, N. Y.
Shelby Spring Hinge Co., Shelby, O.
Superior Spring Hinge Co., Chicago
and Los Angeles.

DOOR LATCHES

Lane Bros. Co., Poughkeepsie, N. Y.

DOOR MATS

Parker Wire Goods Co., Worcester,
Mass.

DOOR PULLS

Bommer Bros., Brooklyn, N. Y.

DOOR SPRINGS

Chicago Spring Butt Co., Chicago.

DRINKING FOUNTAINS

M. L. Kline, Portland, Ore.

DRILLS

Buffalo Forge Co., Buffalo, N. Y.

Goodell-Fraitt Co., Greenfield, Mass.

Millers Falls Co., New York, N. Y.

North Bros. Mfg. Co., Philadelphia, Pa.

DYNAMITE

Dupont Powder Co., Wilmington, Dela.

ENAMELED WARE

Central Stamping Co., New York, N. Y.

New York Stamping Co., Brooklyn,
N. Y.

Lalance & Grojean Mfg. Co., New
York, Chicago and San Francisco.

ENGINES

Lansing Wheelbarrow Co., San Fran-
cisco, Cal.

ESCUTCHEONS

Shelby Spring Hinge Co., Shelby, O.

EYERS

Yawman Specialty Co.

FASTENERS—Casement Window

Shelby Spring Hinge Co., Shelby, O.

FAUCETS

Thos. Savill's Sons, Philadelphia, Pa.

FAUCETS—Auto Measuring

Lane Bros. Co., Poughkeepsie, N. Y.

FENCE

United States Steel Products Co., San
Francisco, Los Angeles, Cal.; Port-
land, Ore.; Seattle, Wash.

FILES

Delta File Works, Philadelphia, Pa.

Henry Dillston & Sons, Philadelphia.

McCaffrey File Co., Philadelphia, Pa.

Nicholson File Co., Providence, R. I.

Simonds Mfg. Co., Fitchburg, Mass.

FIRE APPARATUS

O. J. Childs Co., Utica, N. Y.

FIREARMS

Colt's Patent Firearms Co., Hartford,
Conn.

Remington Arms U. M. C. Co., New
York, N. Y.

FIRE POTS

Clayton & Lambert Mfg. Co., Detroit,
Mich.

FISHING RODS

Richardson Ball-Bearing Skate Co.

FITTINGS

Campbell Mfg. Co., Gadsden, Ala.

M. L. Kline.

FLASH LIGHTS

Interstate Electric Novelty Co., New
York and San Francisco.

FLOOR AND CEILING PLATES

Benton & Cadwell Mfg. Co., New Brit-
ain, Conn.

FLOUR SIFTERS

Fred J. Meyers Mfg. Co., Hamilton, O.

FLOOR SLEEVES

Benton & Cadwell Mfg. Co., New Brit-
ain, Conn.

FOOD CHOPPERS

Enterprise Mfg. Co., Philadelphia, Pa.
Jacobs Bros., New York, N. Y.
Rollman Mfg. Co., Mt. Joy, Pa.

FORGES

Buffalo Forge Co., Buffalo, N. Y.

FRY PANS

Central Stamping Co., New York, N. Y.
New York Stamping Co., Brooklyn,
Wheeling Corrugating Co., Wheeling,
W. Va.

FURNACES

Clayton & Lambert Mfg. Co.

FURNACES—Gasoline and Kerosene

Otto Bernz, Newark, N. J.

GALVANIZED GOODS

Wheeling Corrugating Co., Wheeling,
W. Va.

GALVANIZED WARE

Central Stamping Co., New York, N. Y.
Wheeling Corrugating Co., Wheeling,
W. Va.

GARAGE DOOR HANGERS

Lane Bros. Co., Poughkeepsie, N. Y.

GARDEN CULTIVATORS

C. S. Norcross & Sons, Bushnell, Ill.
Pull-Easy Mfg. Co., Waukesha, Wis.

GARDEN HOSE

Goodyear Rubber Co., San Francisco
and Portland, Ore.

GASOLINE LAMPS

Coleman Lamp Co., Wichita, Kan., To-
ledo, O., and St. Paul, Minn.

GAS HEATERS

Minier Gas Heater Co., South Pass-
dena, Cal.

GAS RANGES

James Graham Mfg. Co., San Francisco,

GASOLINE TORCHES

Clayton & Lambert Mfg. Co., Detroit,
Mich.

Otto Bernz, Newark, N. J.

GATES

Miller-Kemper Co., Richmond, Ind.

GRAPHITE

Joseph Dixon Crucible Co., Jersey City,
N. J., San Francisco, Cal.

GRAPHITE PAINT

Joseph Dixon Crucible Co., Jersey City,
N. J.

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GAS STOVES

New Process Stove Co.

GRASS CATCHERS

Excelsior Bag & Mfg. Co., Troy, N. Y.
 Philadelphia Lawn Mower Co., Philadelphia, Pa.
 Specialty Mfg. Co., St. Anthony Park, Minn.

GRINDERS

The Carborandum Co., Niagara Falls, N. Y.

GRIND STONES

Cleveland Stone Co., Cleveland, O.

HACK SAW FRAMES

Millers Falls Co., New York, N. Y.

HACK SAWS

Millers Falls Co., New York, N. Y.

HAND FIRE EXTINGUISHERS

O. J. Childs Co., Utica, N. Y.

HAND CARTS

Lansing Wheelbarrow Co., San Francisco, Cal.

HARDWARE JOBBERS

Baker & Hamilton, San Francisco, Cal.
 Dunham, Carrigan & Haydon, San Francisco, Cal.

A. M. Holter Hardware Co., Helena, Mont.

Honeyman Hardware Co., Portland, Or.
 Pacific Hardware & Steel Co., San Francisco, Cal.

Salt Lake Hardware Co., Salt Lake City, Utah.

Schwabacher Hardware Co., Seattle, Wash.

Simmons Hardware Co., St. Louis, Mo.
 Strevell-Paterson Hdw. Co.

Union Hardware & Metal Co., Los Angeles, Cal.

Thomson-Diggs Co., Sacramento, Cal.

HARDWARE SPECIALTIES

Bridgeport Hardware Mfg. Co., Bridgeport, Conn.

Buckeye Aluminum Co., Doylestown, O.

Crescent Tool Co., Jamestown, N. Y.

Delta File Works, Philadelphia, Pa.

Enterprise Mfg. Co., Philadelphia, Pa.

Excelsior Bag & Mfg. Co., Troy, N. Y.

Fred J. Meyers Mfg. Co., Hamilton, O.

Lane Bros. Co., Poughkeepsie, N. Y.

Lufkin Rule Co., Saginaw, Mich.

New York Stamping Co., Brooklyn, N. Y.

Parker Wire Goods Co., Worcester, Mass.

Richards-Wilcox Mfg. Co., Aurora, Ill.

Salt Lake Hardware Co., Salt Lake City, Utah.

Shelby Spring Hinge Co., Shelby, O.

Simmons Hdw. Co., St. Louis, Mo.

Strevell-Paterson Hdw. Co.

Taylor & Boggis Foundry Co., Cleveland, O.

Thomson-Diggs Co., Sacramento.

HARNESS HARDWARE

Covert Mfg. Co., Troy, N. Y.

HATCHETS

Simmons Hdw. Co., St. Louis, Mo.

HEATING AND VENTILATING ENGINEERS

A. G. King & Co., Reading, Pa.

HINGES

Bommer Bros., Brooklyn, N. Y.
 Lawson Mfg. Co., Chicago, Ill.
 P. & F. Corbin, New Britain, Conn.
 The Chicago Spring Butt Co., Chicago,
 Shelby Spring Hinge Co., Shelby, O.
 Superior Spring Hinge Co., Chicago
 and Los Angeles.

HINGE PLATES

Shelby Spring Hinge Co., Shelby, O.

HINGES—Ball Bearing

Shelby Spring Hinge Co., Shelby, O.

HINGES—Floor

Bommer Bros., Brooklyn, N. Y.
 Chicago Spring Butt Co., Chicago,
 Shelby Spring Hinge Co., Shelby, O.

HINGES—Ornamental

Shelby Spring Hinge Co., Shelby, O.

HINGES—Spring

Chicago Spring Butt Co., Chicago.
 Bommer Bros., Brooklyn, N. Y.

HINGES—Window and Screen

Chicago Spring Butt Co., Chicago.

HOES

O. S. Norcross & Sons, Bushnell, Ill.

HOLDERS—Door

Bommer Bros., Brooklyn, N. Y.
 Richards-Wilcox Mfg. Co., Aurora, Ill.
 Shelby Spring Hinge Co., Shelby, O.

HOOK AND EXPANSION PLATES

Beaton & Cadwell Mfg. Co., New Britain, Conn.

HOOKS—Coat and Hat

Bommer Bros., Brooklyn, N. Y.
 Shelby Spring Hinge Co., Shelby, O.

HORSE SHOES

Phoenix Horse Shoe Co., Chicago, Ill.
 United States Steel Products Co., San Francisco, Los Angeles, Portland
 and Seattle.

HOSE COUPLING

Stuber & Kuck, Peoria, Ill.

HOSE MENDERS

Stuber & Kuck, Peoria, Ill.

HOSE REELS

Specialty Mfg. Co., St. Anthony Park, Minn.

HOUSEHOLD GOODS

Aluminum Cooking Utensils Co., New Kensington, Pa., San Francisco, Cal.
 and Portland, Ore.

LaFrance & Grosjean Mfg. Co., New York, Chicago and San Francisco.
 Landers, Frary & Clark, New Britain, Conn.

Fred J. Meyers Mfg. Co., Hamilton, O.
 New York Stamping Co., Brooklyn, N. Y.

Ontario Knife Co., Franklinville, N. Y.

Perfection Oiler Co., Indianapolis, Ind.
 Wheeling Corrugating Co., Wheeling, W. Va.
 Central Stamping Co., New York, N.Y.

HOUSEHOLD SPECIALTIES

Yawman Specialty Co.

ICE CREAM FREEZERS

Dazey Churn & Mfg. Co., St. Louis, Mo.
 North Bros. Mfg. Co., Philadelphia.

INSURANCE

Illinois Hardware Association.
 Washington Hdw. & Imp. Dealers' Fire Insurance Co., Spokane.

INTERIOR METAL DECORATIONS

Wheeling Corrugating Co., Wheeling, W. Va.

IRON AND STEEL

Thomson-Diggs Co., Sacramento.
 United States Steel Products Co., San Francisco, Los Angeles, Portland and Seattle.
 Wheeling Corrugating Co., Wheeling, W. Va.

IRON AND STEEL SHEETS

Brier Hill Steel Co., Youngstown, Ohio,
 and 815-819 Monadnock Bldg., San Francisco, Cal.

JACKS—Carriage, Truck

Lane Bros. Co., Poughkeepsie, N. Y.

JOIST HANGERS

Lane Bros. Co., Poughkeepsie, N. Y.

KICK PLATES

Bommer Bros., Brooklyn, N. Y.
 Shelby Spring Hinge Co., Shelby, O.

KNIVES

Ontario Knife Co., Franklinville, N. Y.

KNOBS—Door

Shelby Spring Hinge Co., Shelby, O.

LAMPS

Coleman Lamp Co., Wichita, Kan., Toledo, O., and St. Paul, Minn.

LANTERNS

R. E. Dietz Co., N. Y.
 Simmons Hdw. Co., St. Louis, Mo.

LANTERN HOLDERS

Beaton & Cadwell Mfg. Co., New Britain, Conn.

LAVATORY SPRING HINGES

Chicago Spring Butt Co., Chicago.

LAWN CLEANERS

Supplee Hdw. Co., Philadelphia.

LAWN MOWERS

Philadelphia Lawn Mower Co., Philadelphia, Pa.
 Simmons Hdw. Co., St. Louis, Mo.
 Supplee Biddle Hdw. Co., Philadelphia, Pa.
 Thomson-Diggs Co., Sacramento.
 Whitman & Barnes Mfg. Co., Akron, Ohio.

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LAWN SPRINKLERS

Enterprise Mfg. Co., Philadelphia, Pa.
Stuber & Kuck, Peoria, Ill.
Thompson Mfg. Co., Los Angeles, Cal.

LAWN SWEEPERS

Philadelphia Lawn Mower Co., Philadelphia, Pa.

LAWN TRIMMERS

Philadelphia Lawn Mower Co., Philadelphia, Pa.

LEAD GOODS

Selby Smelting & Lead Co., San Francisco, Cal.

LEVELS

Bridgeport Hardware Mfg. Corp., Bridgeport, Conn.
Goodell-Pratt Co., Greenfield, Mass.
Henry Disston & Sons, Philadelphia,
Stanley Rule & Level Co., New Britain, Conn.

LIGHTING SYSTEMS

Coleman Lamp Co., Wichita, Kan., Toledo, O., and St. Paul, Minn.

LOCKS

P. & F. Corbin, New Britain, Conn.
Taylor & Boggis, Cleveland, Ohio.
Shelby Spring Hinge Co., Shelby, O.

LUBRICANTS

Joseph Dixon Crucible Co., Jersey City, N. J., and San Francisco.

LUMBER CRAYONS

Joseph Dixon Crucible Co., Jersey City, N. J., and San Francisco.

MANUFACTURERS' AGENTS

Horace Allen, San Francisco.
S. V. Armstrong, San Francisco.
Phil Bekart Co., San Francisco.
W. F. Boardman & Co., San Francisco, Cal.

A. L. Conger Co., San Francisco.
Geo. F. Eberhard Co., San Francisco.
Ewing-Lewis Co., San Francisco and Los Angeles, Cal.
Edward Knoble & Son, Tacoma, Wash.
French & Linforth, San Francisco.
A. L. Gage Co., San Francisco.
C. W. Gause Co., San Francisco.
W. H. Gilbert, Los Angeles.
R. B. Hanna, Los Angeles.
D. L. Herman, Seattle.
H. A. Heppner & Co., Portland.
Wm. P. Horn Co., San Francisco.
M. Howard, San Francisco.
Hughson & Merton, San Francisco.
C. N. & F. W. Jonas, 708 Equitable Savings Bank Bldg., Los Angeles.
E. A. Keithley, San Francisco.
A. J. Lehre, San Francisco.
C. A. Maydwell & Co., San Francisco.
Morgan & Allen, San Francisco.
J. T. McDevitt, San Francisco.
T. D. McLean Co., Seattle.
H. C. Newhall, San Francisco.

Osgood & Howell, San Francisco.

Sanford Plummer, San Francisco.

A. Rannie, San Francisco.

O. S. Rhea, Berkeley, Cal.

John T. Rountree, San Francisco, Los Angeles.

Rountree & Wilkison, San Francisco.

A. C. Rufefson Co., San Francisco.

O. P. Rust & Co., San Francisco.

C. H. Smith & Bro., Los Angeles.

T. H. Speddy, San Francisco.

C. H. Stanyan, San Francisco.

Eugene C. Saul, San Francisco.

J. A. Tuthill, Los Angeles, Cal.

Thomas A. Williams, Salt Lake.

S. G. Wilson, Los Angeles.

Fred P. Winchester, San Francisco.

John J. Wirtner, San Francisco.

MECHANICS' TOOLS

The Keystone Mfg. Co., Buffalo, N. Y.

Millers Falls Co., New York, N. Y.

The James Swan Co., Seymour, Conn.

METAL CEILINGS

Wheeling Corrugating Co., Wheeling, W. Va.

METAL LATH

Wheeling Corrugating Co., Wheeling, W. Va.

METALS

Selby Smelting & Lead Co., San Francisco.

METAL POLISH

E. W. Bennett & Co., San Francisco.

Ever-Ready Mfg. Co.

METAL SHINGLES

Wheeling Corrugating Co., Wheeling, W. Va.

MILLS—COFFEE, SPICE, CORN

Lane Bros. Co., Poughkeepsie, N. Y.

MILLS—ELECTRIC

Lane Bros. Co., Poughkeepsie, N. Y.

MITRE BOXES

Millers Falls Co., New York, N. Y.

NAIL SETS

James Swan Co., Seymour, Conn.

NAILS, STAPLES, SPIKES

American Steel & Wire Co., Chicago, Ill., San Francisco and Los Angeles, Cal., Portland, Ore., and Seattle, Wash.

OIL STONES

The Carborundum Co., Niagara Falls, N. Y.

OIL STOVES

Geo. M. Clark & Co.

PAILS—FIBRE

Cordley & Hayes, New York, N. Y.

PAINTS

Boston Varnish Co., Boston, Mass.

Wm. Connor Paint Mfg. Co., Troy,

Joe. Dixon Crucible Co., Jersey City, New York.

Montauk Paint Mfg. Co., Brooklyn,
Simmons Hardware Co., St. Louis, Mo.

PAINT BRUSHES

BubberSet Company, Newark, N. J.

PICTURE HOOKS AND WIRE

Parker Wire Goods Co., Worcester,
Mass.

PIPE HANGERS

Beaton & Cadwell Mfg. Co., New Britain, Conn.

PIPE HOOKS

Berger Bros. Co., Philadelphia, Pa.

PIPE ROLLS

Beaton & Cadwell Mfg. Co., New Britain, Conn.

PIPE WRENCHES

Trimont Mfg. Co., Roxbury, Mass.

PIVOTS—BALL BEARING

Bommer Bros., Brooklyn, N. Y.

PLANES

Stanley Rule & Level Co., New Britain, Conn.

PLATES—KICK

Bommer Brothers, Brooklyn, N. Y.

PLATES—PUSH

Bommer Brothers, Brooklyn, N. Y.

PLIERS

Mathais Klein & Sons.

PLUMBING SPECIALTIES

Armstrong Mfg. Co., Bridgeport, Ct.

Otto Bernz, Newark, N. J.

Boston Brass Co., Waltham, Mass.

Campbell Mfg. Co., Gadsden, Ala.

Clayton & Lambert Mfg. Co., Detroit, Michigan.

Crescent Tool Co., Jamestown, N. Y.

G. M. Kemp Mfg. Co., Baltimore, Md.

Hays Mfg. Co.

National Steel Tank Co., Bradford, Ill.

Nye Tool & Machine Works, Chicago, Ill.

Thos. Savill's Sons, Philadelphia, Pa.

Trimont Mfg. Co., Roxbury, Mass.

PLUMBERS' SUPPLIES

Excelsior Bag & Mfg. Co., Troy, N. Y.

M. L. Kline, Portland, Ore.

PLUMBING TOOLS

Boston Brass Co., Waltham, Mass.

Keystone Mfg. Co., Buffalo, N. Y.

Nye Tool & Machine Works, Chicago, Ill.

Trimont Mfg. Co., Roxbury, Mass.

PLUMBERS' TOOL ROLL

Excelsior Bag & Mfg. Co., Troy, N. Y.

POWDER SOLVENT

Frank A. Hoppe, Philadelphia, Pa.

PRUNING HOOKS

Henry Disston & Sons, Philadelphia, Pa.

The Dealer Won't be Clubbed

Mr. Manufacturer and Jobber:



The fact that you are in business is proof that you want the dealer's business.

But do you employ the right methods to reach him?

Do you believe in "clubbing" him or cultivating him?

If you hold the belief that, by concentrating your advertising on the consumer and ignoring the dealer, you can force him to carry your goods in stock, you are swinging a club.

The dealer can be cultivated but he can't be clubbed.

To try to bring him into line by using the consumer as a club is as sensible as trying to win a young lady by employing methods that tend to develop hatred and not love.

The dealer is not an automatum, he's a salesman.

Being a salesman, he is qualified to persuade his customers to purchase those lines which he recommends, in spite of what you may do to get the good-will of the consumer, while at the same time ignoring the retail distributor.

Cultivate the consumer by all means, but also cultivate the dealer.

Let him know that you aim to serve him as well as to sell him goods.

Preach the gospel of service at all times and in all ways possible, and preach it by all means through the advertising columns of trade papers.

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PRUNING SAWS

Henry Disston & Sons, Philadelphia, Pa.

PULLEYS—Awning

P. & F. Corbin, New Britain, Conn.

PUMP VALVES AND PLUNGERS

Berger Bros. Co., Philadelphia, Pa.

PUMPS

Fort Wayne Engineering & Mfg. Co., Fort Wayne, Ind.

Lamson Wheelbarrow Co., San Francisco, Cal.

Pacific Hardware & Steel Co., San Francisco, Cal.

Woodin & Little.

PUSH PLATES

Bommer Brothers, Brooklyn, N. Y.

RADIATOR VALVES—Key and Wood Wheel

Beaton & Cadwell Mfg. Co., New Britain, Conn.

RAILWAY CAR MOVERS

G. D. Howell & Son, Appleton, Wis.

RANGES

Jas. Graham Mfg. Co., San Francisco, Cal.

Ringens Stove Co., St. Louis, Mo., San Francisco, Cal.

The Danville Stove & Mfg. Co., Danville, Pa.

Tinnerman Range Co., Cleveland, O.

RAT TRAPS

Abingdon Trap Co., Abingdon, Ill.

razors

Baker & Hamilton, San Francisco, Cal.

Simmons Hdw. Co., St. Louis, Mo.

RAZOR HONES

The Carborundum Co., Niagara Falls, N. Y.

RAZOR STROPS

The Carborundum Co., Niagara Falls, N. Y.

REAMERS

Whitman & Barnes Mfg. Co., Akron, Ohio.

REFRIGERATORS

Baldwin Refrigerator Co., Burlington, Vt.

Herrick Refrigerator Co., Waterloo, Iowa.

Simmons Hdw. Co., St. Louis, Mo.

Maine Mfg. Co., Nashua, N. H.

RIM CONTRACTORS

Friestad Rim Contractor Co.

RIVETING MACHINES

F. H. Smith Mfg. Co., Chicago.

Wheeling Corrugating Co., Wheeling, W. Va.

ROASTERS

Central Stamping Co., Brooklyn, N. Y.

ROOFING CEMENT

Wm. Conners Paint Mfg. Co., Troy, N. Y.

ROPE

Columbian Rope Co., Auburn, N. Y.

Portland Cordage Co., Portland and Seattle.

RUBBER GOODS

Goodyear Rubber Co., San Francisco and Portland, Ore.

RUBBER HOSE

Goodyear Rubber Co., San Francisco and Portland.

U. S. Rubber Co., San Francisco.

RUBBER HOSE AND FITTINGS

Goodyear Rubber Co., San Francisco and Portland, Ore.

RULES

Lufkin Rule Co., Saginaw, Mich.

Stanley Rule & Level Co., New Britain, Conn.

SASH CORD

Samson Cordage Works, Boston, Mass.

SAWS

Henry Disston & Sons, Philadelphia.

Goodell-Pratt Co., Greenfield, Mass.

Millers Falls Co., Millers Falls, Mass.

Simmons Hdw. Co., St. Louis, Mo.

Simonds Mfg. Co., Pittsburg, Mass.

San Francisco and Portland, Ore.

L. S. Starrett Co., Athol, Mass.

Thomson-Diggs Co., Sacramento.

SAW SETS

Henry Disston & Sons, Philadelphia.

SCALES

Jacobs Bros., New York, N. Y.

Triner Scale & Mfg. Co., Chicago.

SCREW PLATES

Wells Bros. Co., Greenfield, Mass.

SCREW CASES

American Bolt & Screw Case Co., Dayton, O.

SCREW DRIVERS

Bridgeport Hardware Mfg. Corp., Bridgeport, Conn.

Henry Disston & Sons, Philadelphia, Penn.

Goodell-Pratt Co., Greenfield, Mass.

North Bros., Philadelphia, Pa.

Frank A. Hoppe, Philadelphia, Pa.

The James Swan Co., Seymour, Conn.

Millers Falls Co., New York, N. Y.

Stanley Rule & Level Co., New Britain, Conn.

SCREEN DOOR HINGES

Lawson Mfg. Co., Chicago, Ill.

SCREEN DOOR SETS

Bommer Brothers, Brooklyn, N. Y.

Chicago Spring Butt Co., Chicago.

SCYTHE STONES

The Carborundum Co., Niagara Falls, N. Y.

SHARPENING MACHINE

Hyfield Mfg. Co., New York, N. Y.

SHARPENING MACHINE—Razor

Hyfield Mfg. Co., New York, N. Y.

SHAVING BRUSHES

RubberSet Co., Newark, N. J.

SHEETS—Black and Galvanized

Wheeling Corrugating Co., Wheeling, W. Va.

SHOTGUN SHELLS

Peters Cartridge Co., San Francisco and Cincinnati, Ohio.

Selby Smelting & Lead Co., San Francisco, Cal.

SILVERWARE

International Silver Co., Meriden, Conn.

SINK BRACKETS

Campbell Mfg. Co., Gadsden, Ala.

SKATES

Richardson Ball-Bearing Skate Co.

SKILLETS

New York Stamping Co., Brooklyn.

Wheeling Corrugating Co., Wheeling, W. Va.

SLEDS

S. L. Allen & Co.

SLIDING DOOR LATCHES

Lane Bros. Co., Poughkeepsie, N. Y.

SNAPS

Covert Mfg. Co.

SOIL PIPE

Campbell Mfg. Co., Gadsden, Ala.

SOLDER

Selby Smelting & Lead Co., San Francisco, Cal.

Wheeling Corrugating Co., Wheeling, W. Va.

SPARK PLUGS

Emil Grossman Mfg. Co.

SPIDERS

New York Stamping Co., Brooklyn.

Wheeling Corrugating Co., Wheeling, W. Va.

SPORTING GOODS

Peters Cartridge Co., Cincinnati, Ohio.

Saginaw Wood Products Co., Gaylord, Michigan.

Remington Arms U. M. C., New York.

Richardson Ball-Bearing Skate Co.

Du Pont Powder Co., Wilmington, Del.

Selby Smelting & Lead Co., San Francisco, Cal.

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Shelby Spring Hinge Co., Shelby, O.

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William Connors Paint Mfg. Co., Troy, N. Y.

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TANKS—Steel

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Stanley Rule & Level Co., New Britain, Conn.
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Otto Bernz, Newark, N. J.

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TRAPS—Gopher

E. J. Chubbuck Co., San Francisco.

TROLLEYS—Overhead

Lane Bros. Co., Poughkeepsie, N. Y.

TRUCKS

Lansing Company, San Francisco.

TRUCKS—Stove

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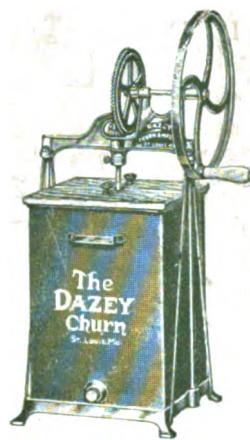
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